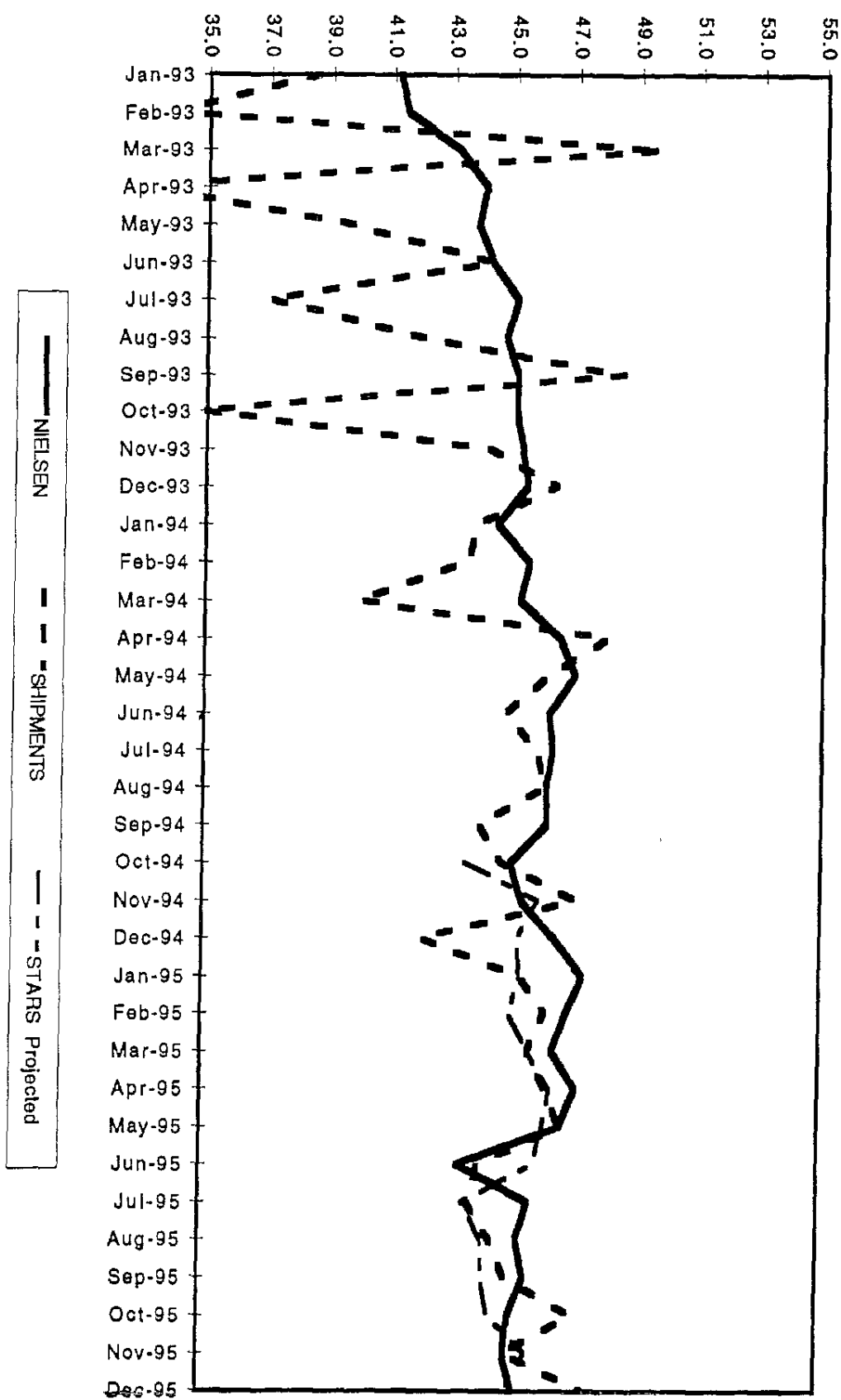
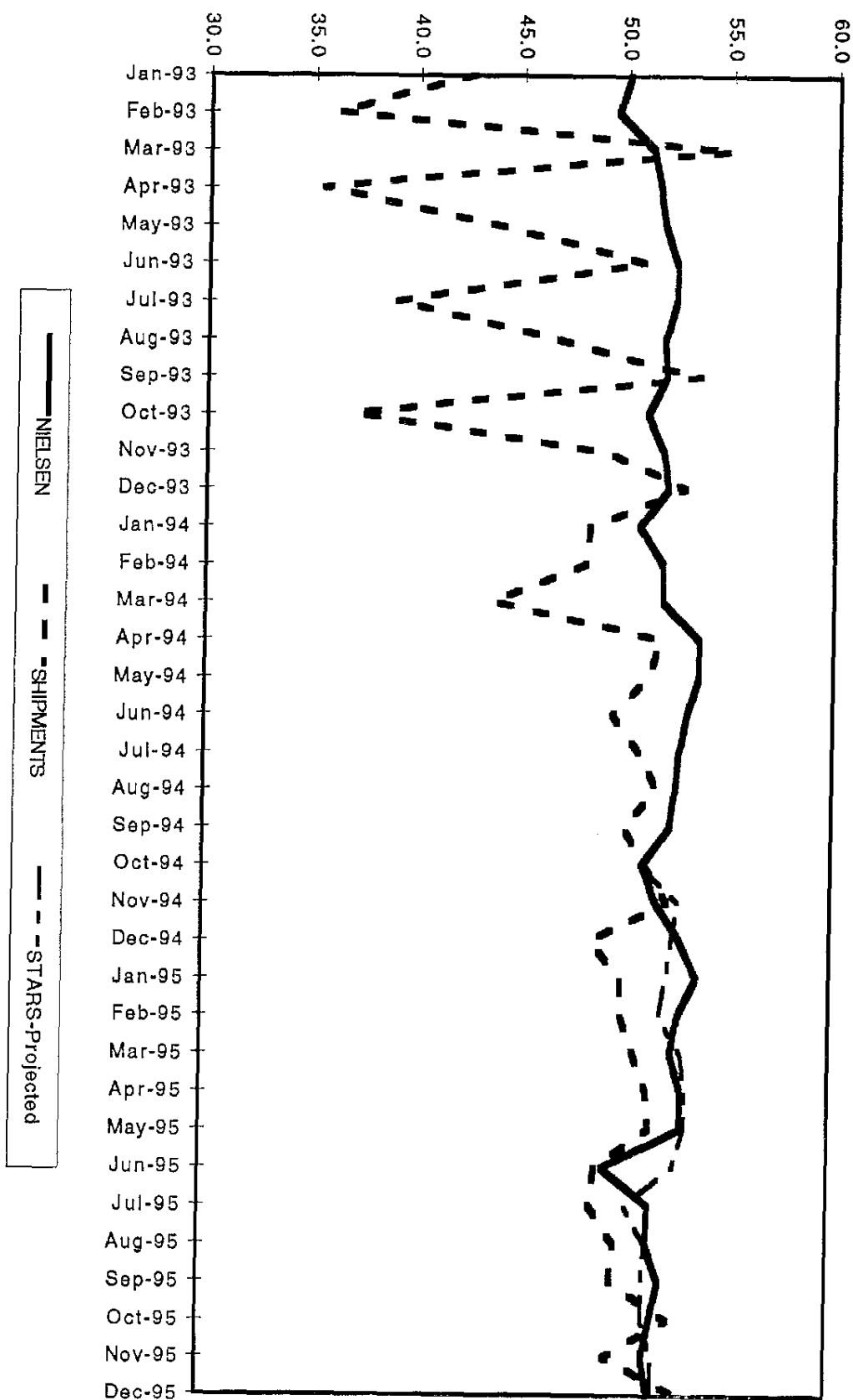


2061552967

1M SHARE

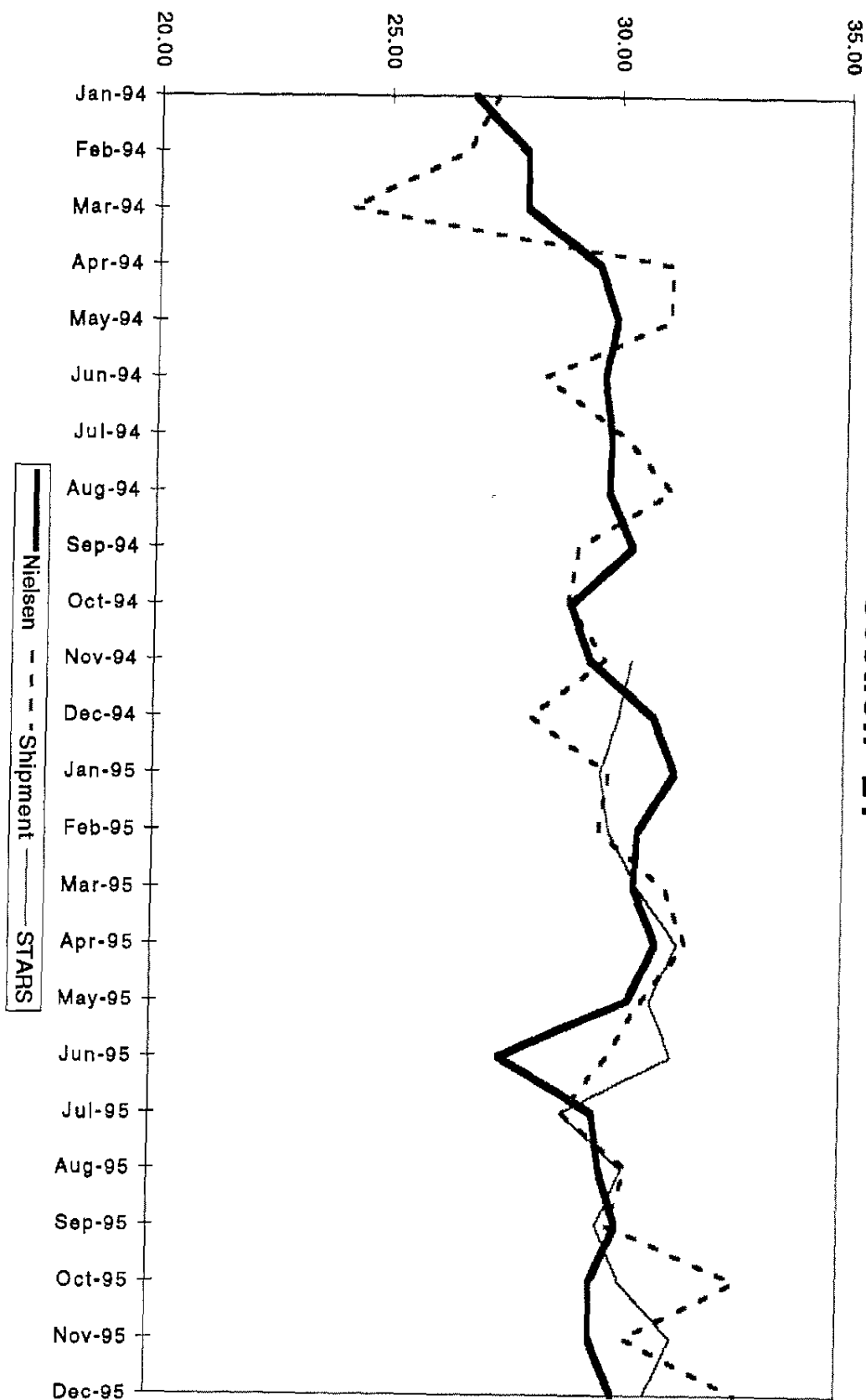
PHILIP MORRIS - MONTHLY SHARE  
SECTION 21

1M SHARE

PM PREMIUM - MONTHLY SHARE  
SECTION 21

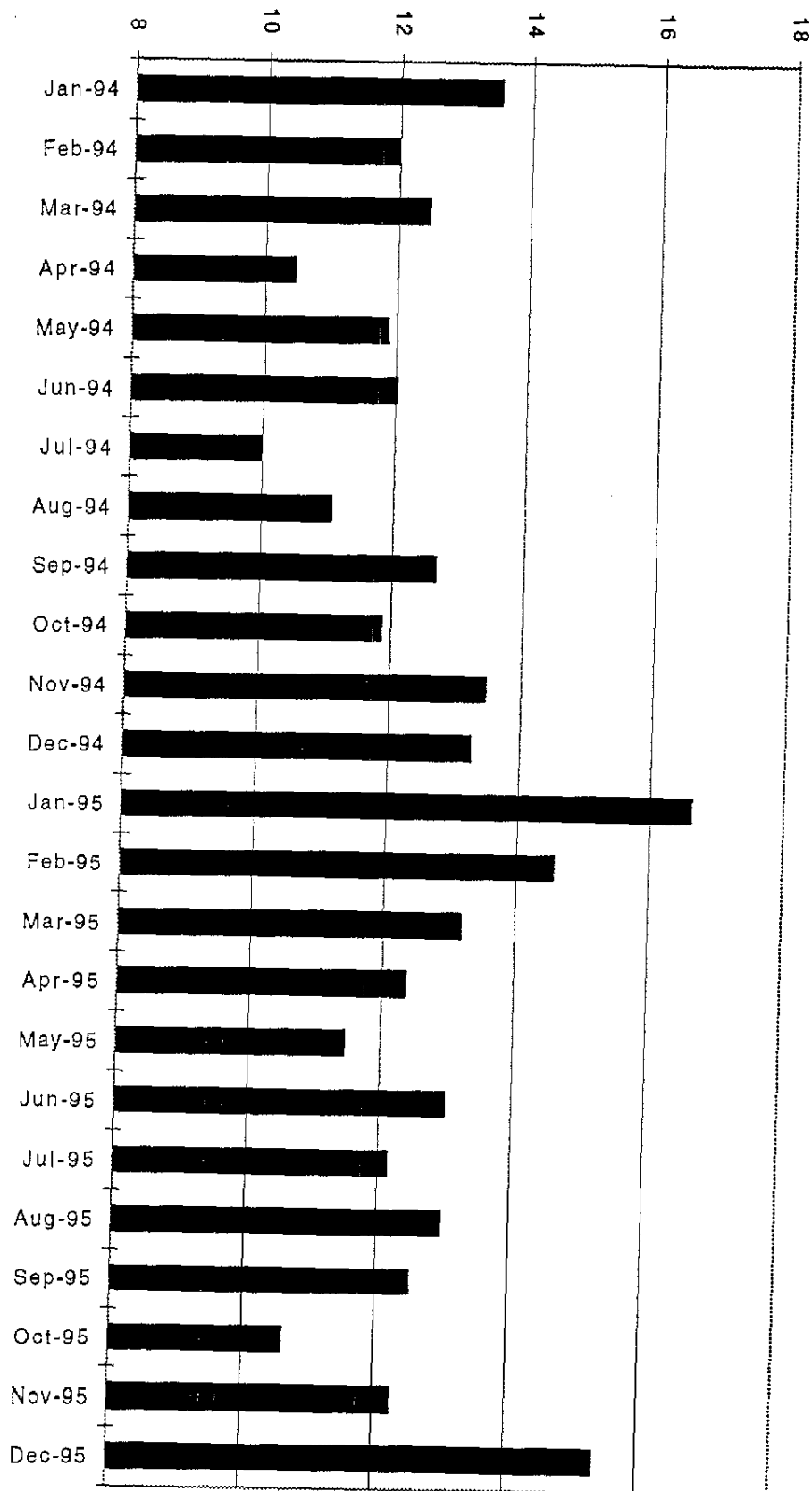
2061552969

# Total Marlboro Section 21



2061552970

Marlboro  
Days Supply  
Section 21-Convenience

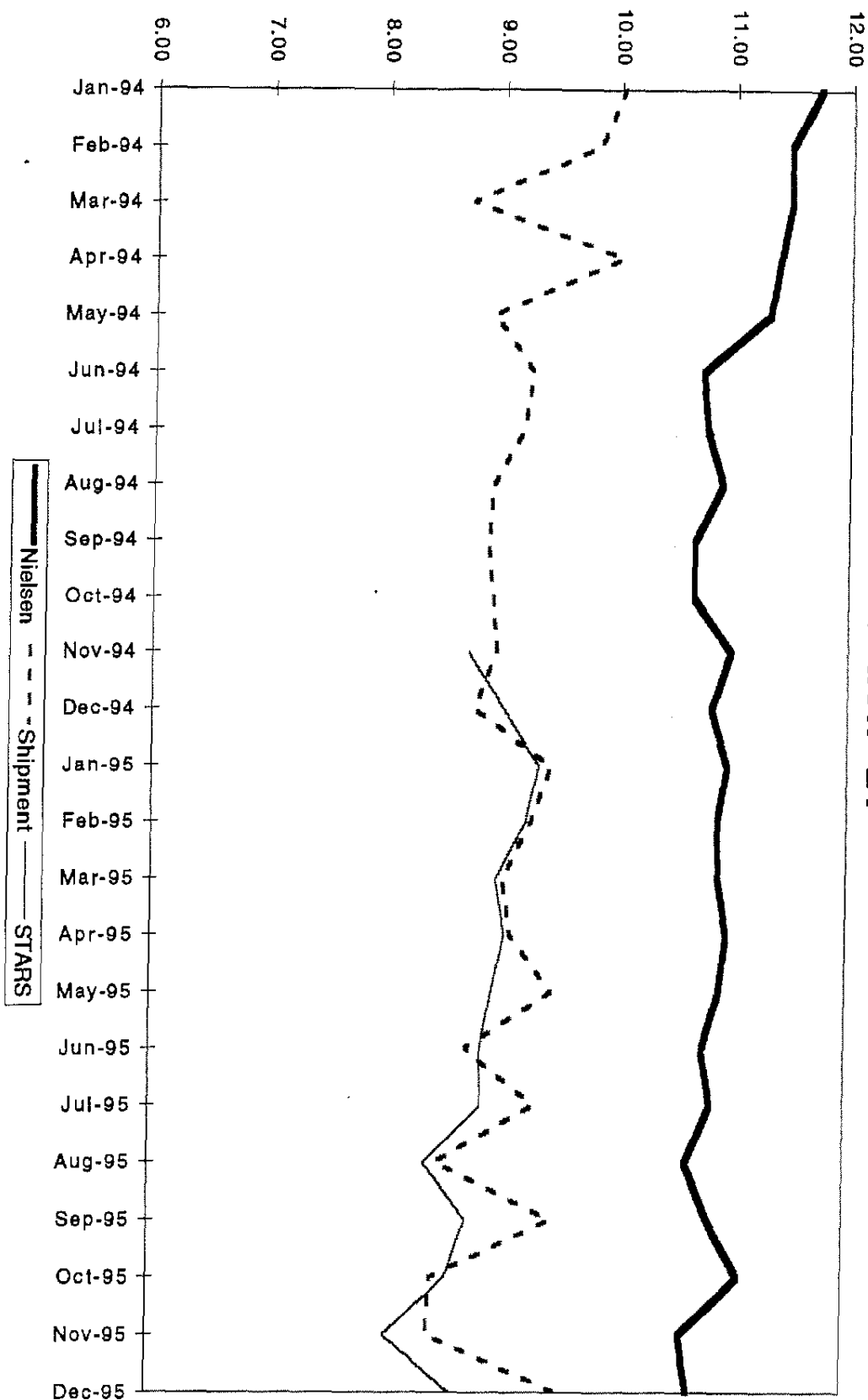


Source: Nielsen Integrated Monthly

2061552971

Share

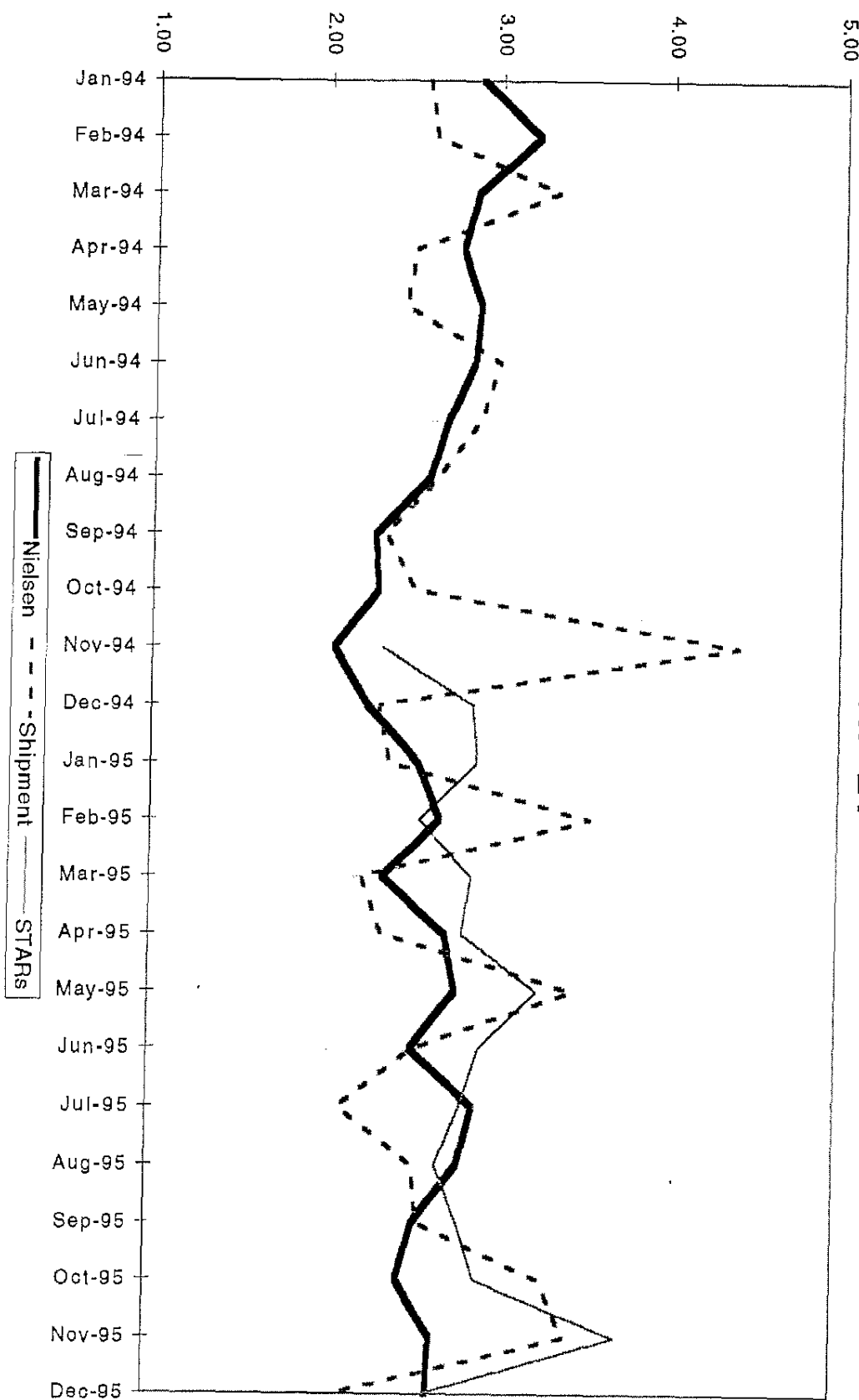
# Total OPB Section 21



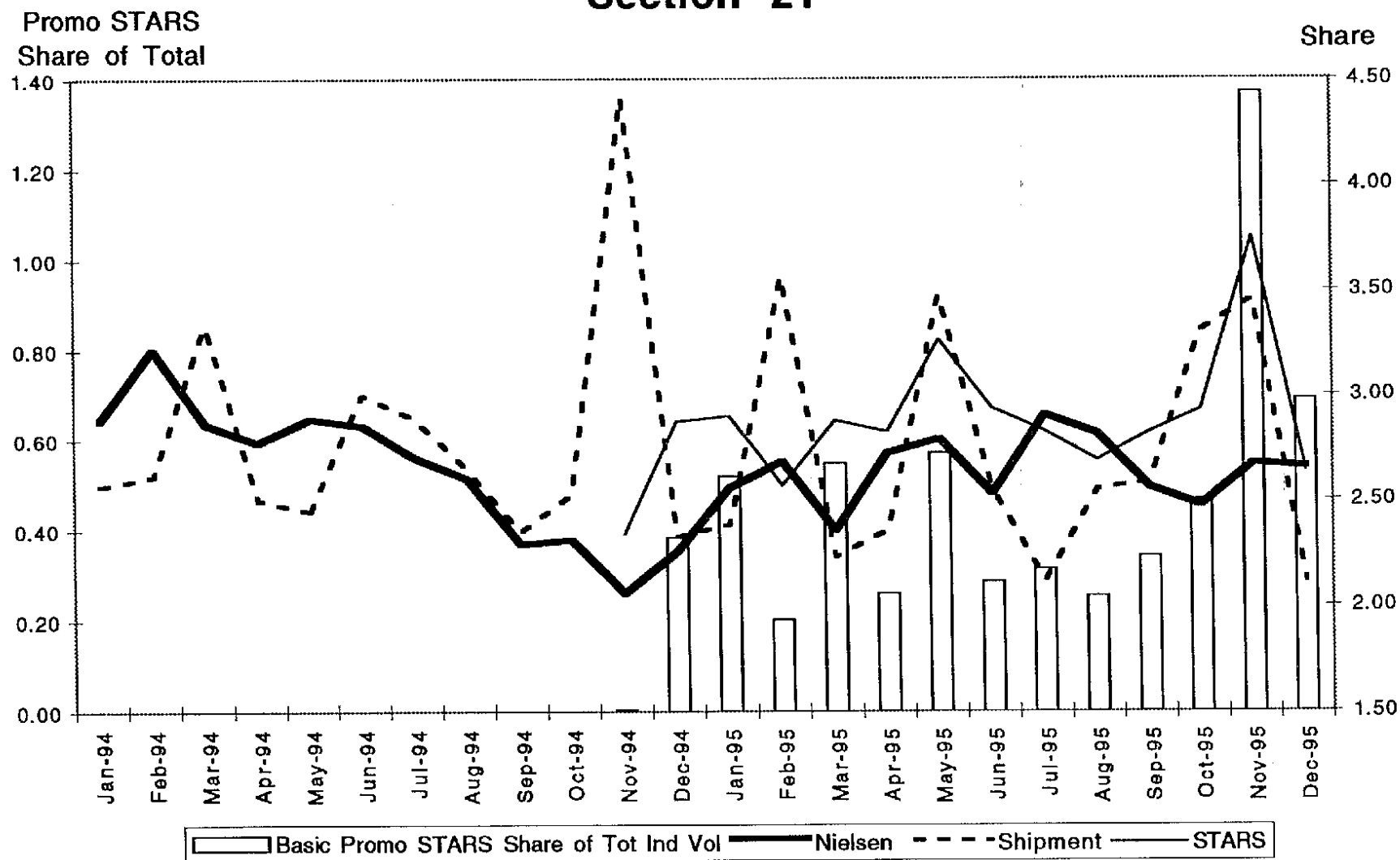
2061552972

Share

# Total Basic Section 21

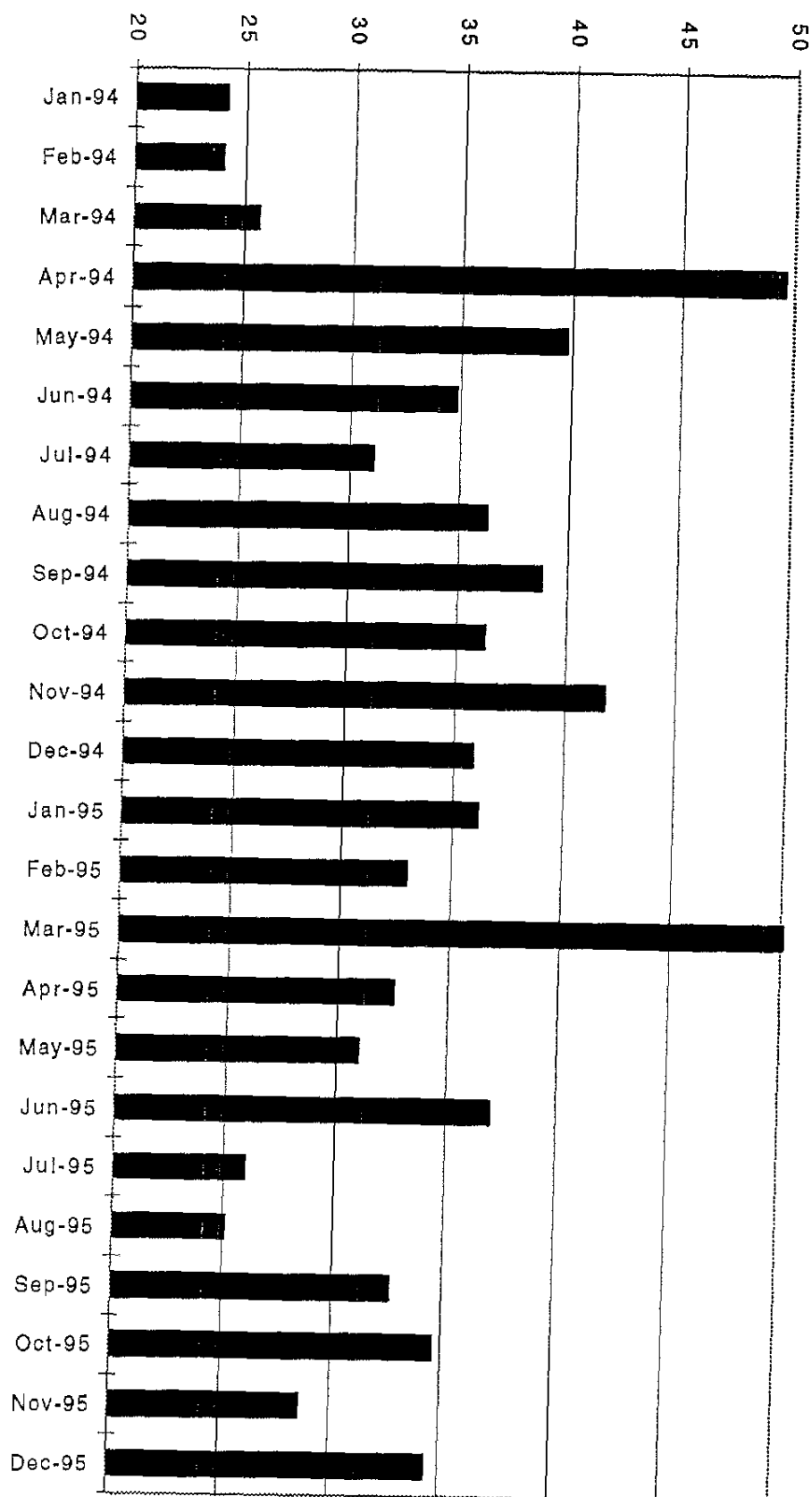


# Total Basic Section 21



2061552974

Basic  
Days Supply  
Section 21-Convenience

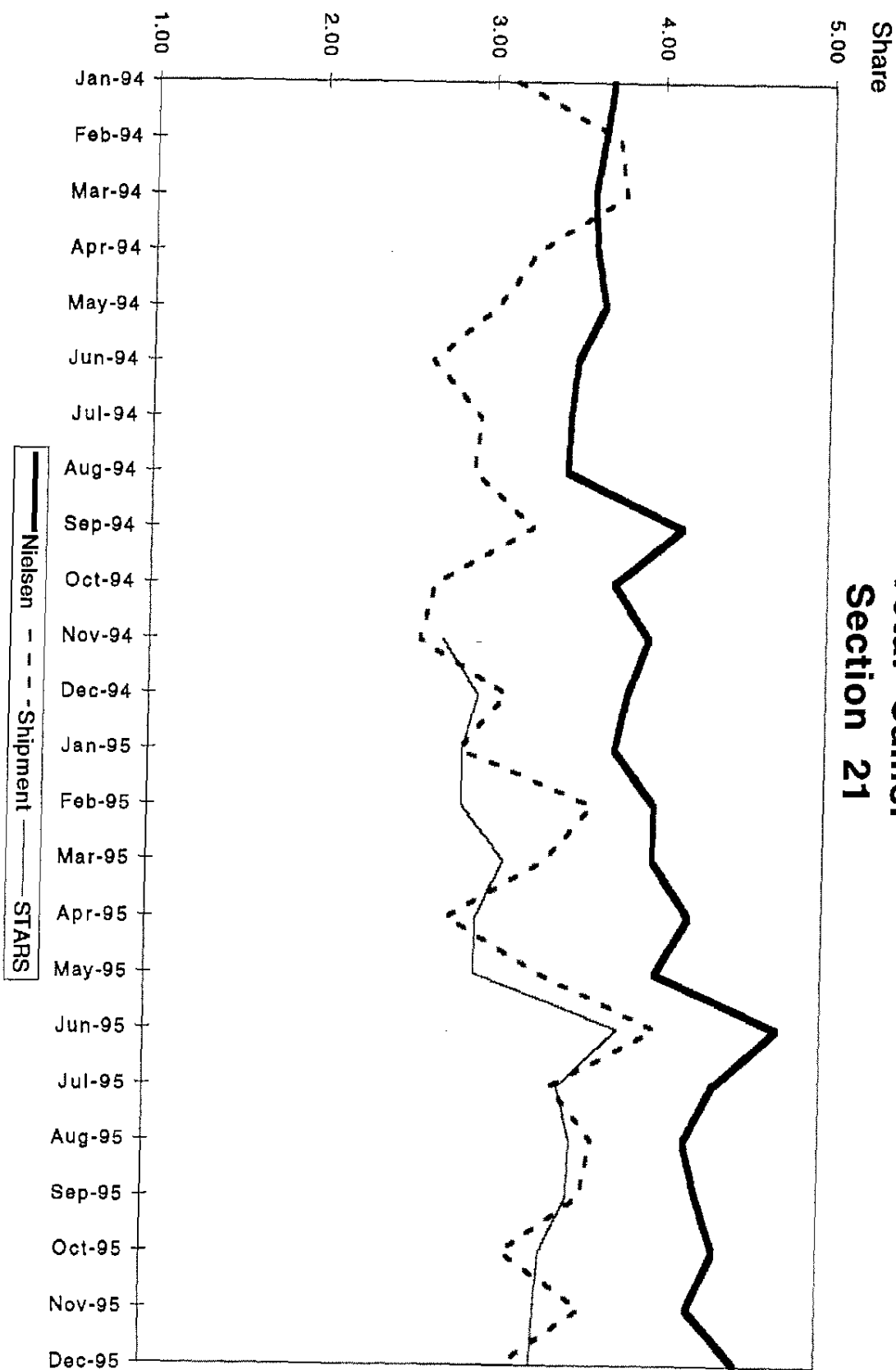


Source: Nielsen Integrated Monthly



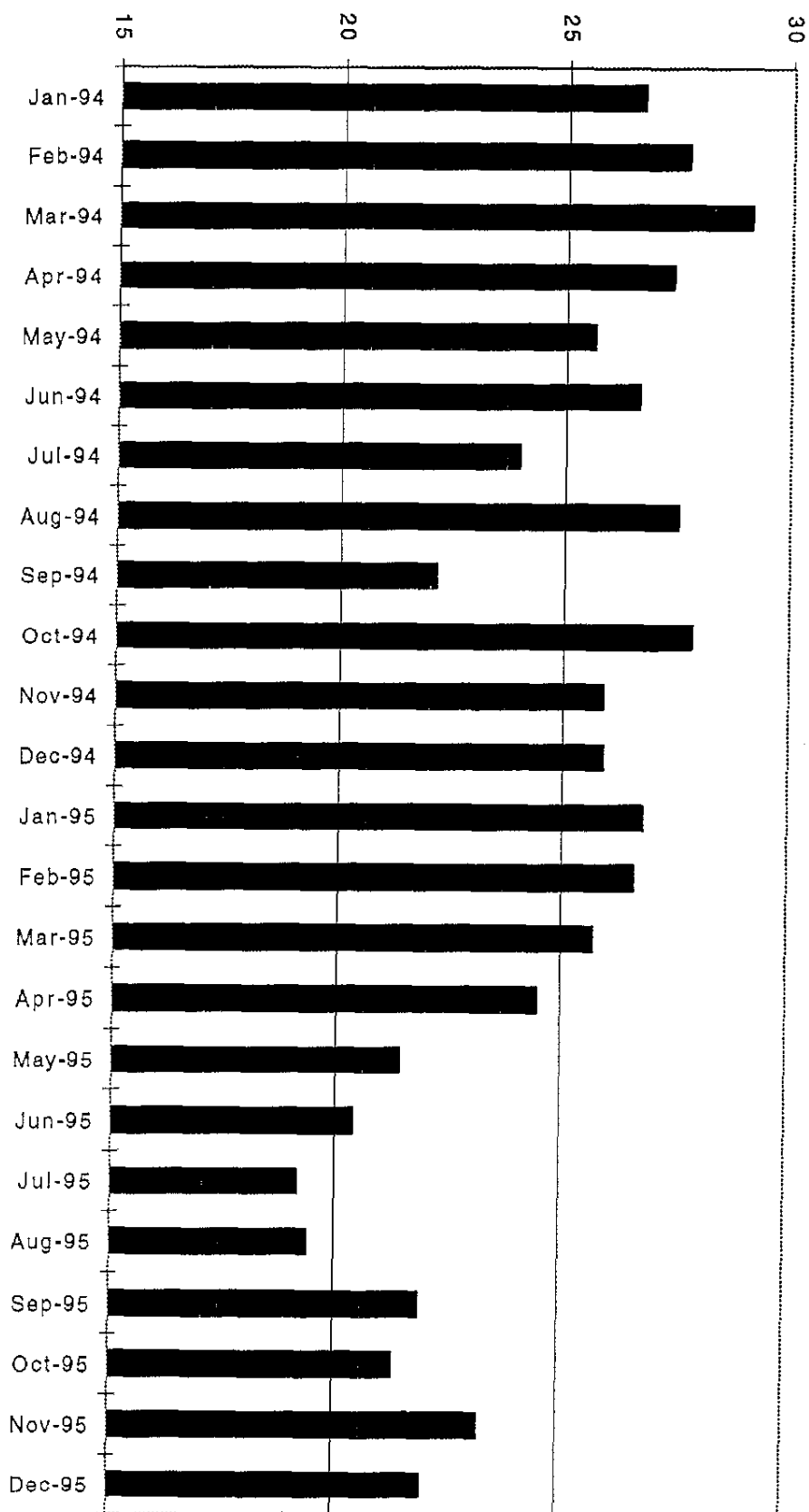
2061552975

# Total Camel Section 21



2061552976

Camel  
Days Supply  
Section 21-Convenience

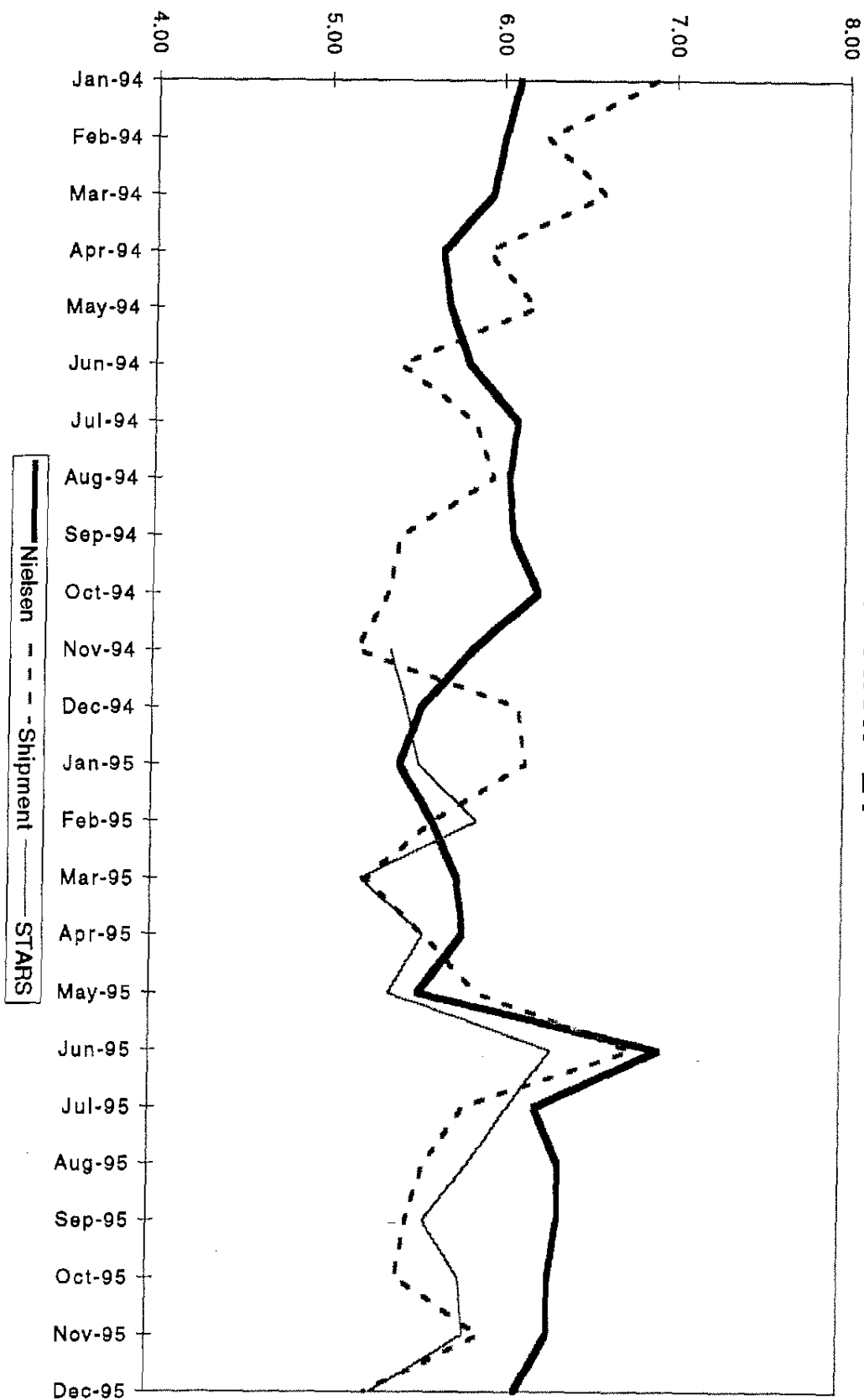


Source: Nielsen Integrated Monthly

2061552977

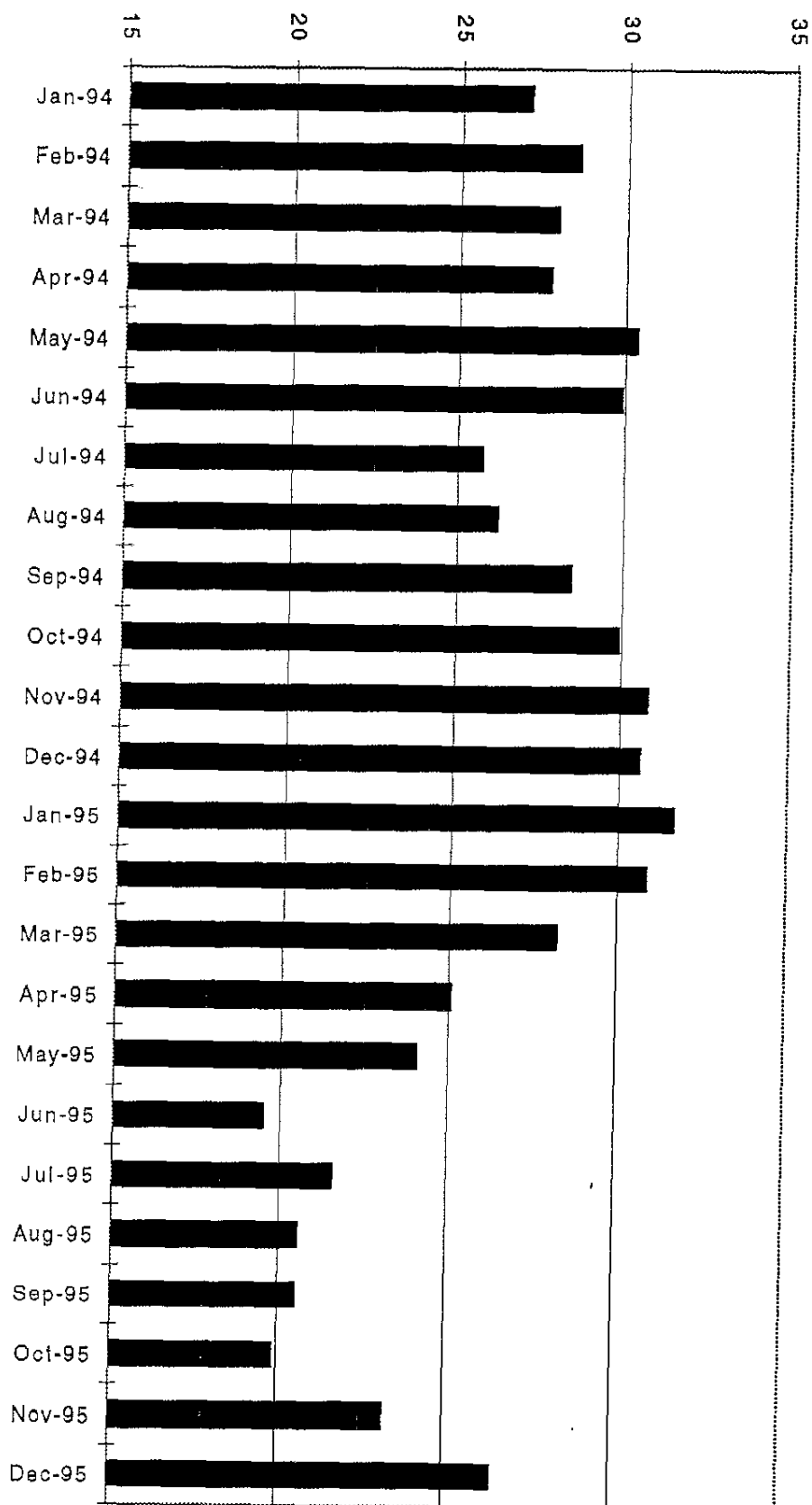
Share

# Total Winston Section 21



2061552978

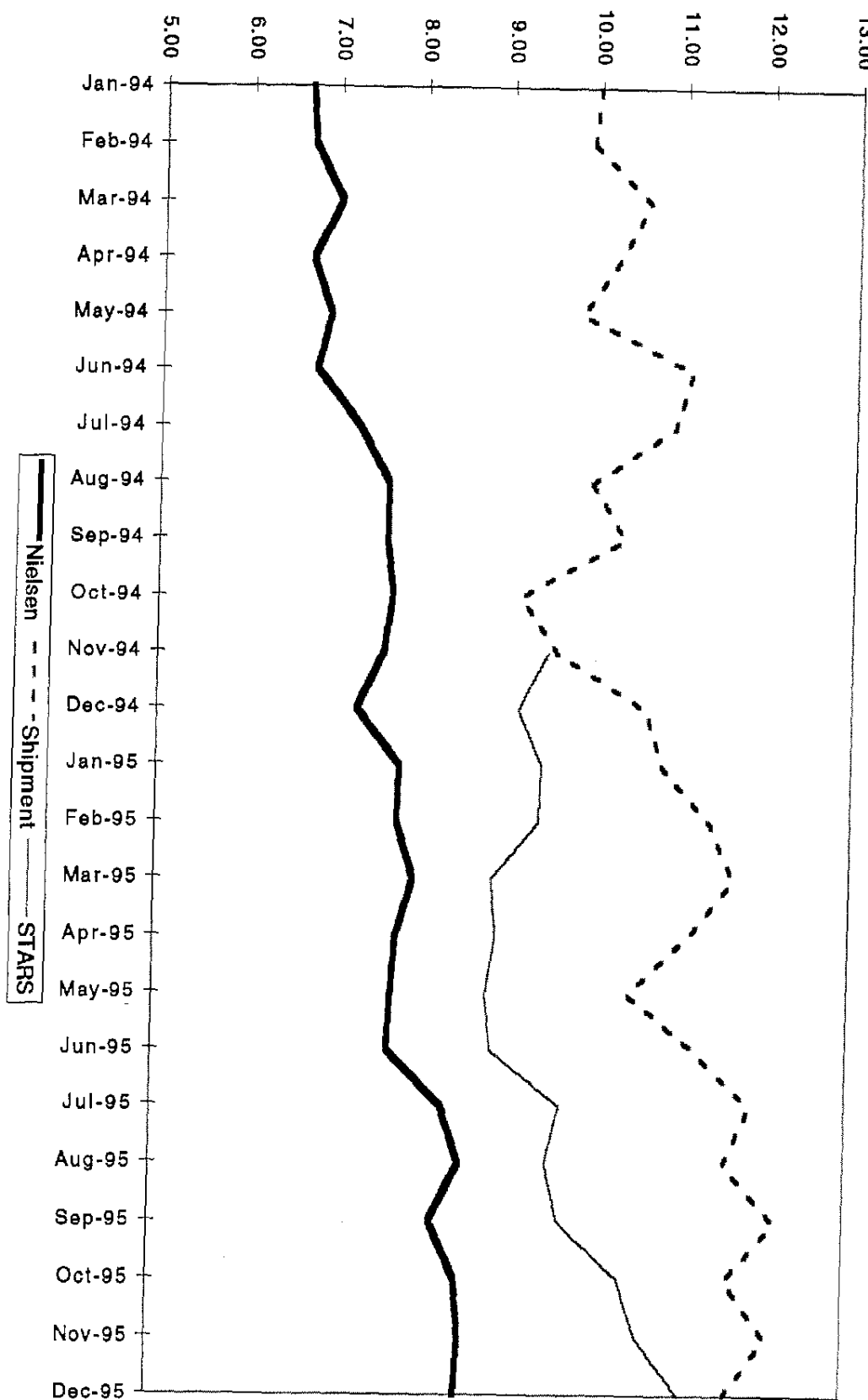
Winston  
Days Supply  
Section 21-Convenience



Source: Nielsen Integrated Monthly

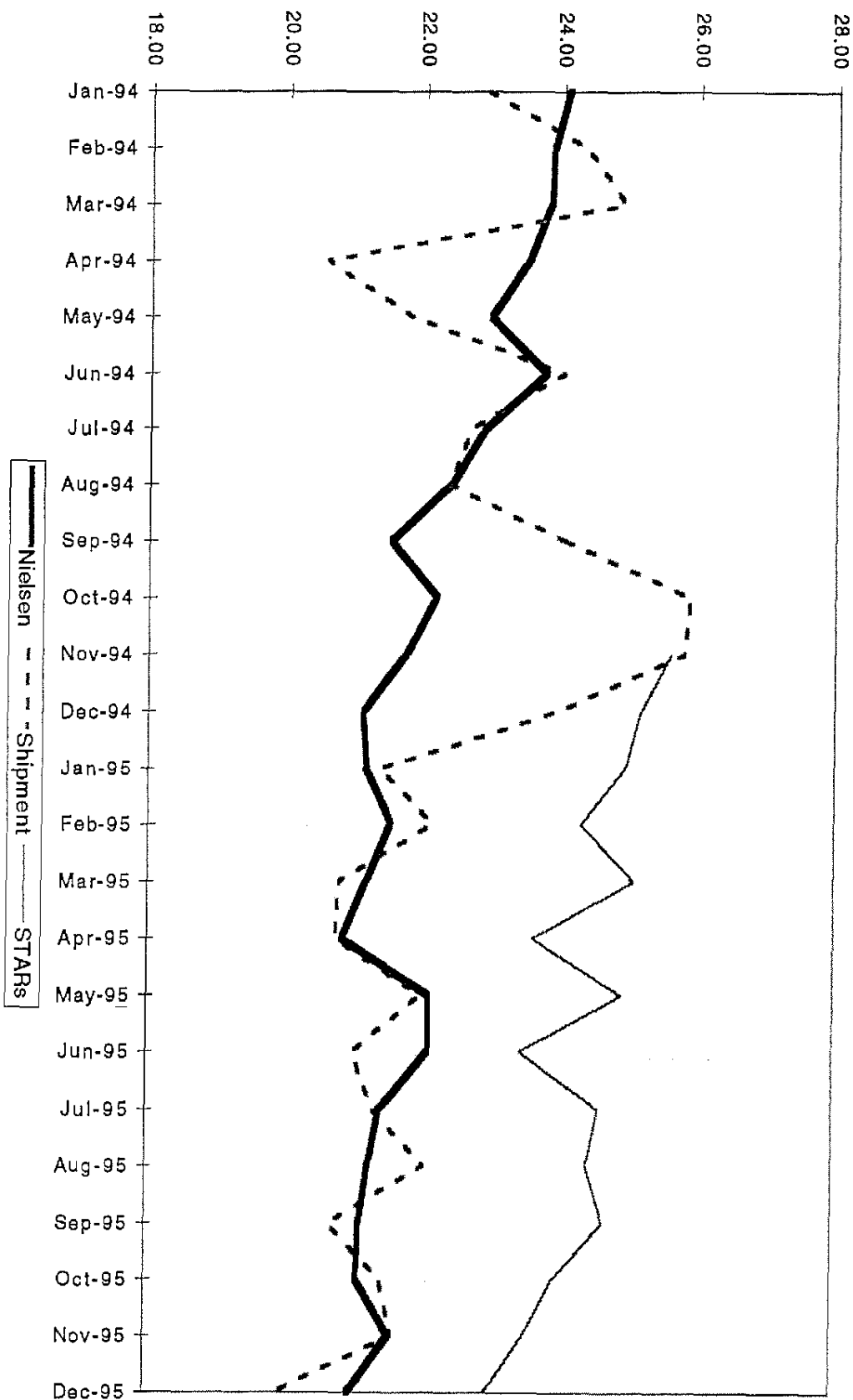
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# **Total Newport Section 21**



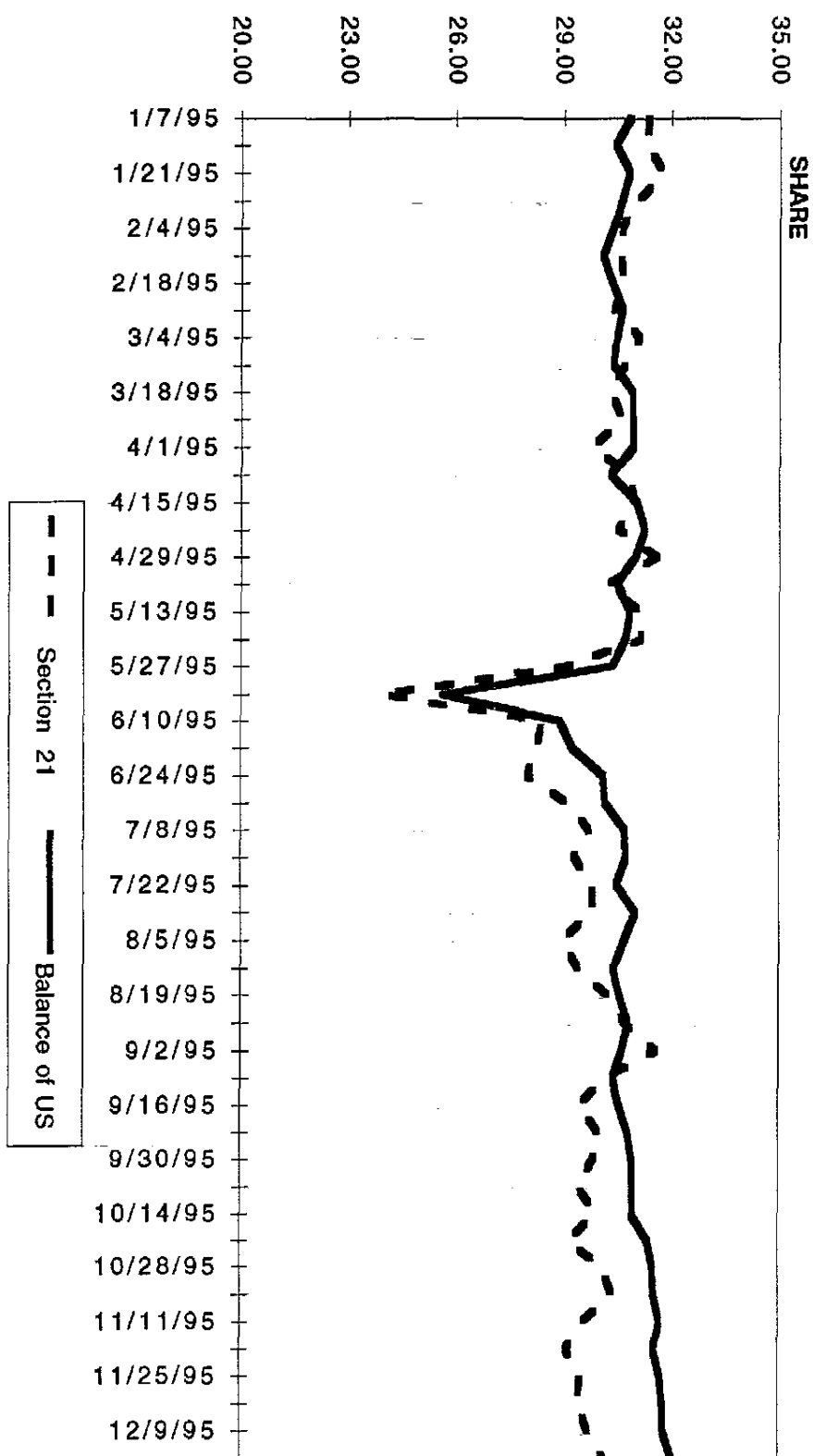
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# Total Discount Category Section 21



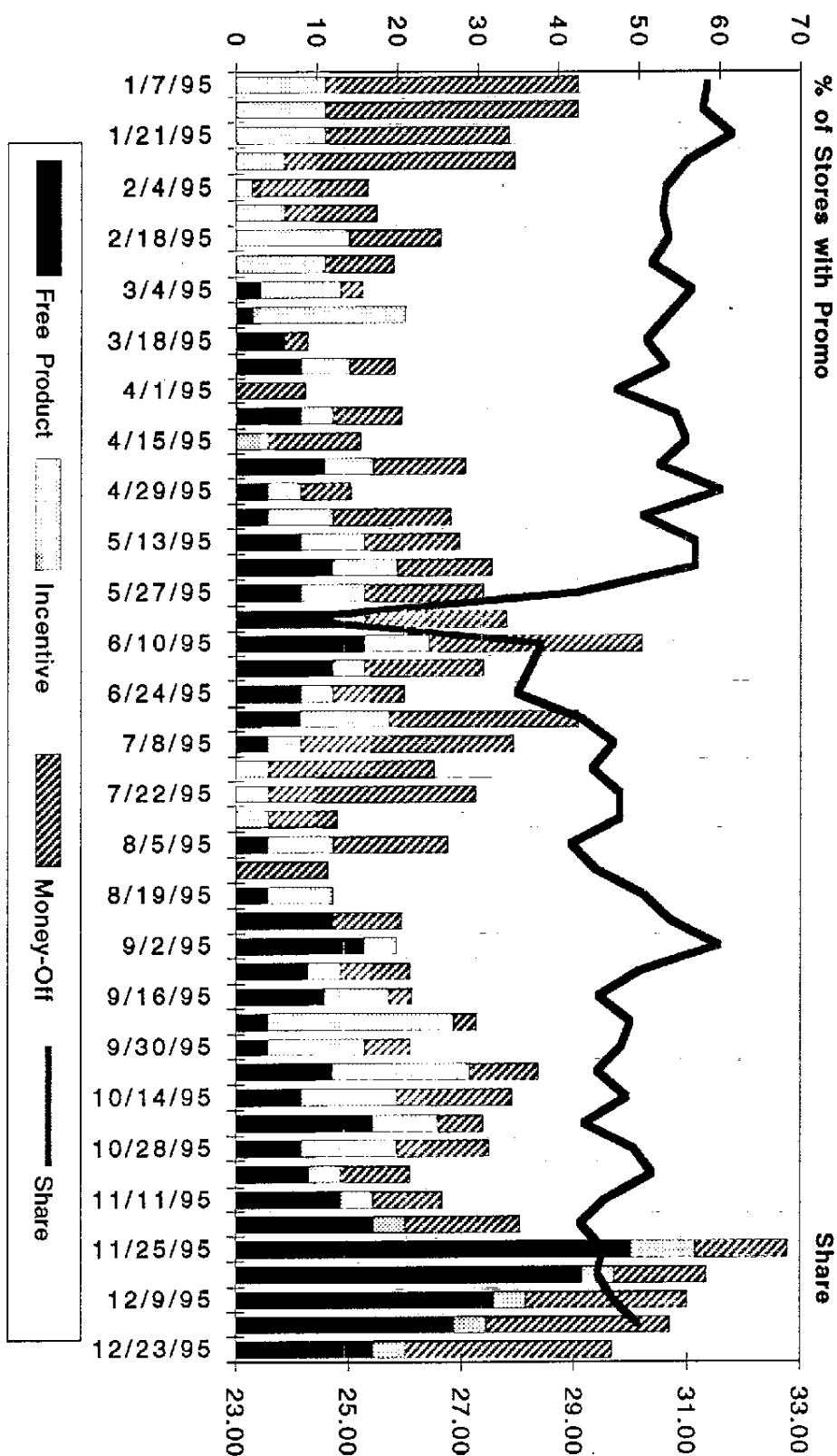
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**MARLBORO SHARE PERFORMANCE  
ALL OUTLETS COMBINED  
SECTION 21 VS. BALANCE OF US**

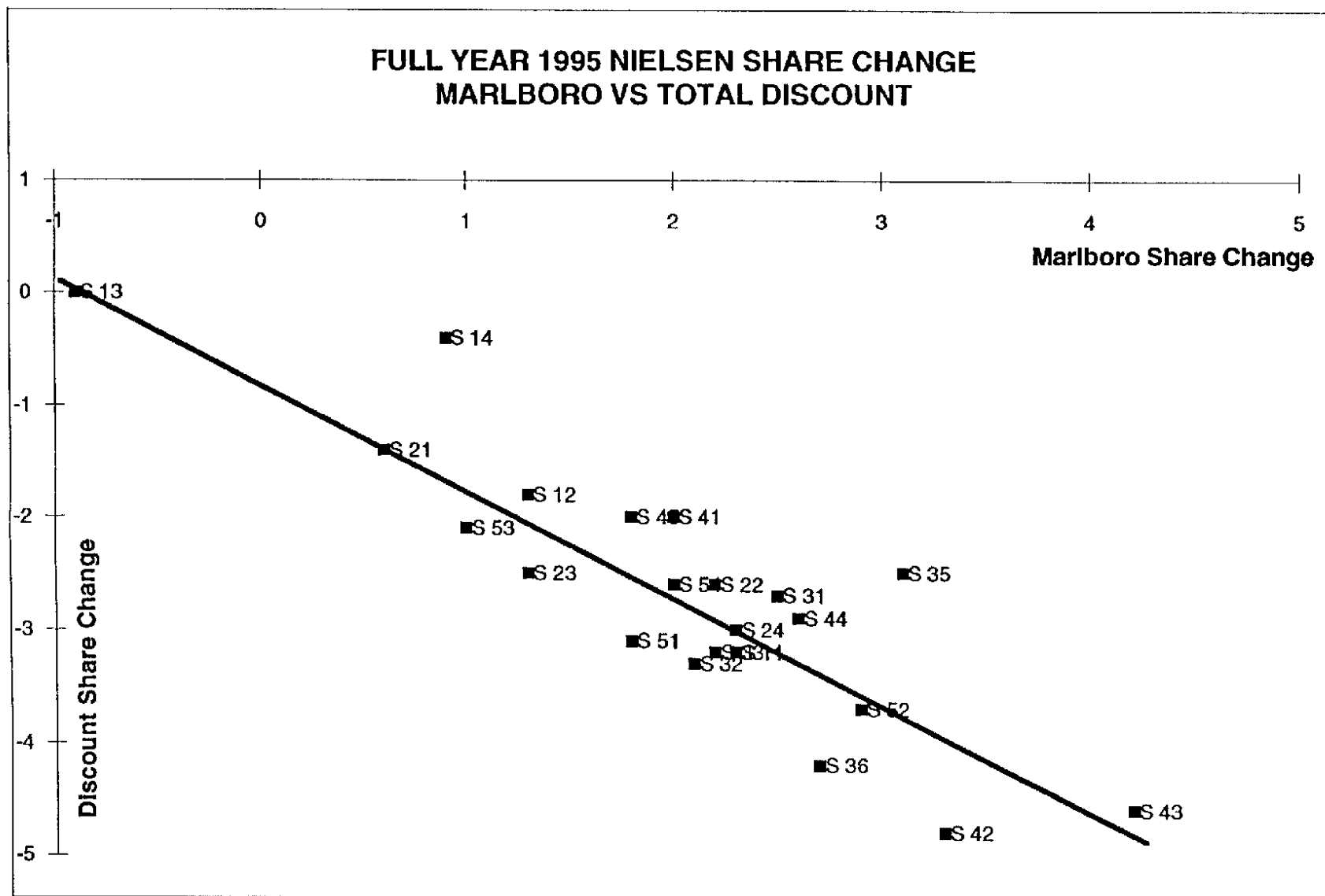


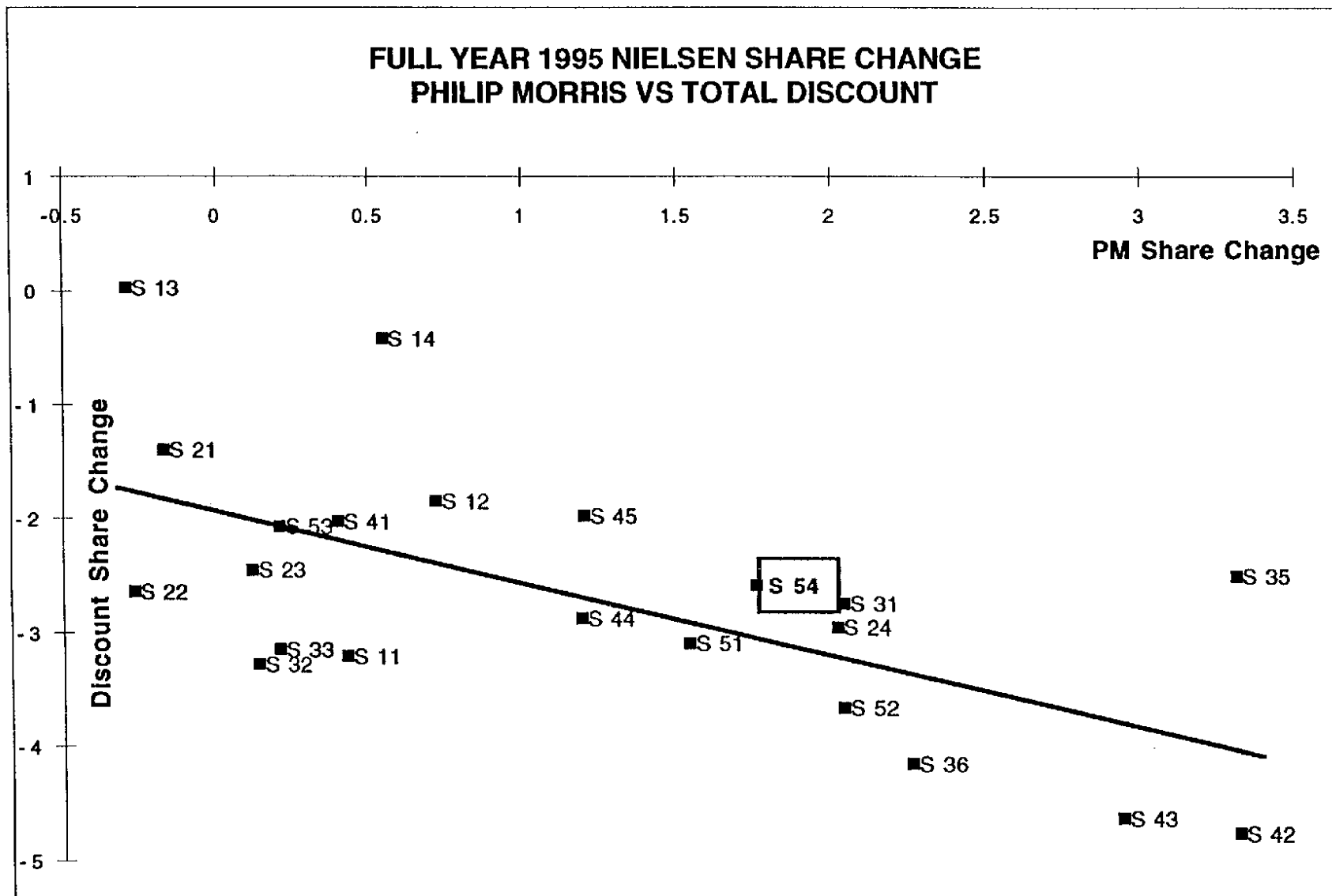
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# MARLBORO PROMOTIONAL ACTIVITY SECTION 21 - C-STORES

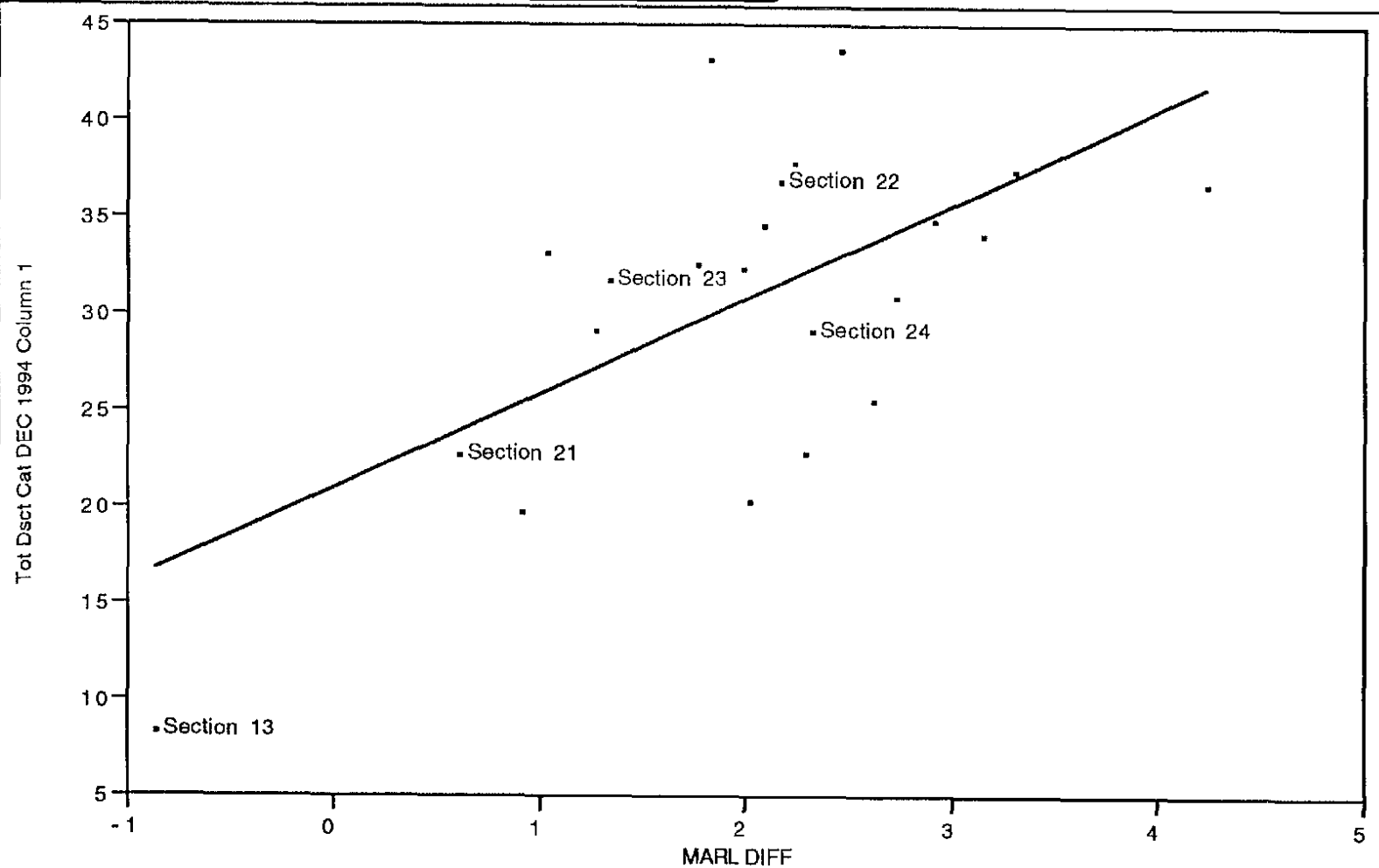






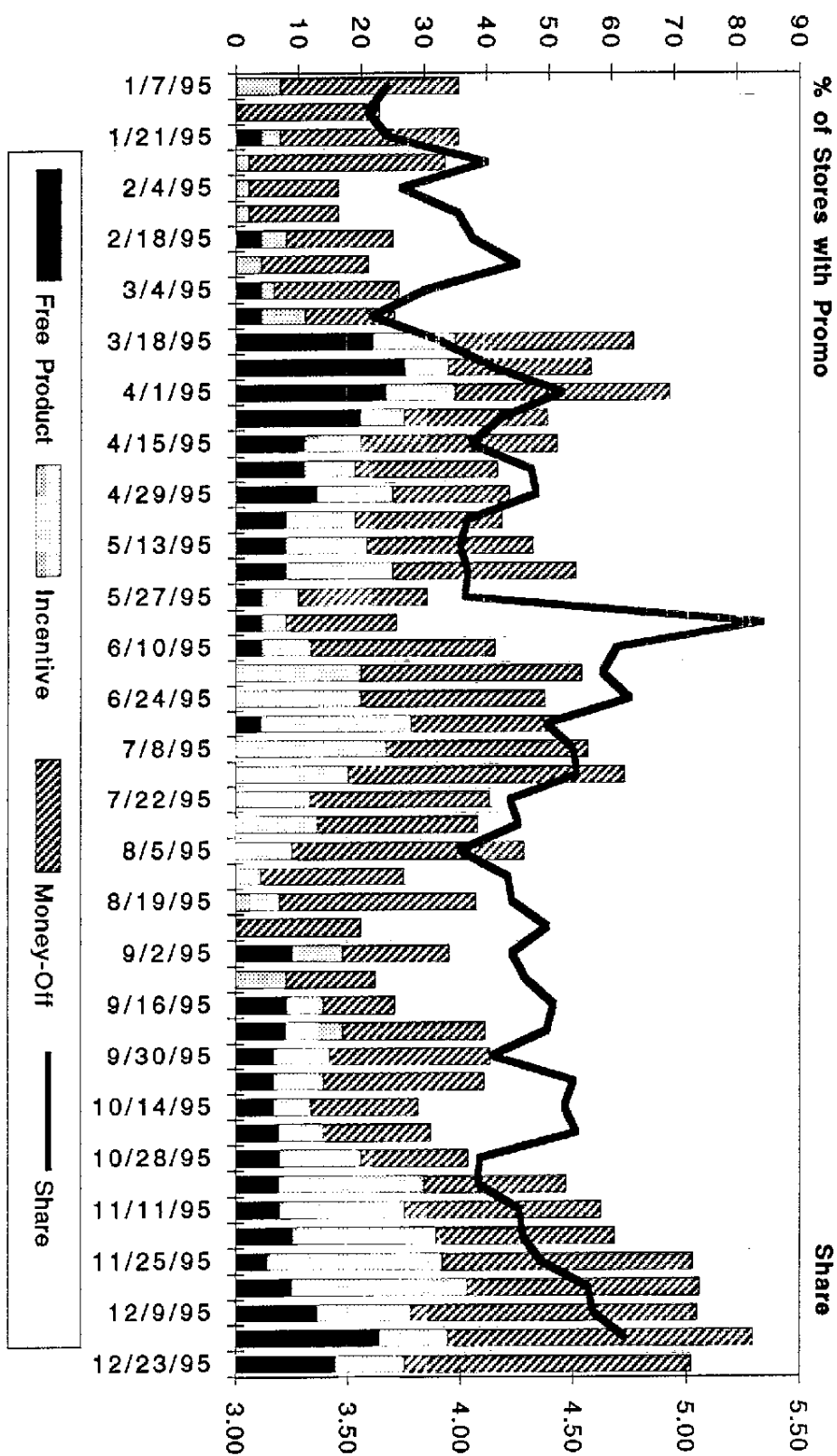


## Tot Dsct Cat DEC 1994 Column 1 By MARL DIFF



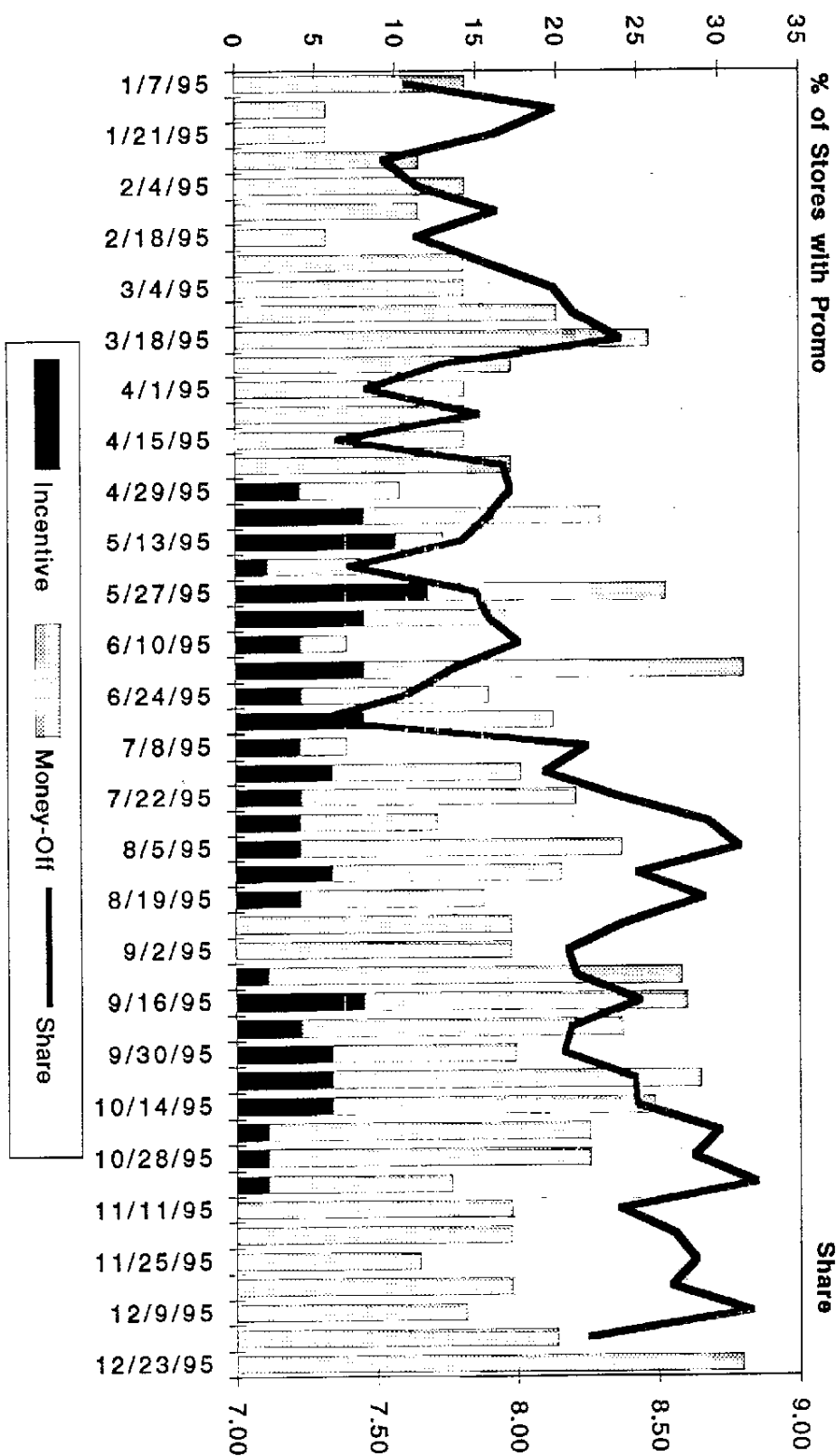
— Linear Fit

# CAMEL PROMOTIONAL ACTIVITY SECTION 21 - C-STORES



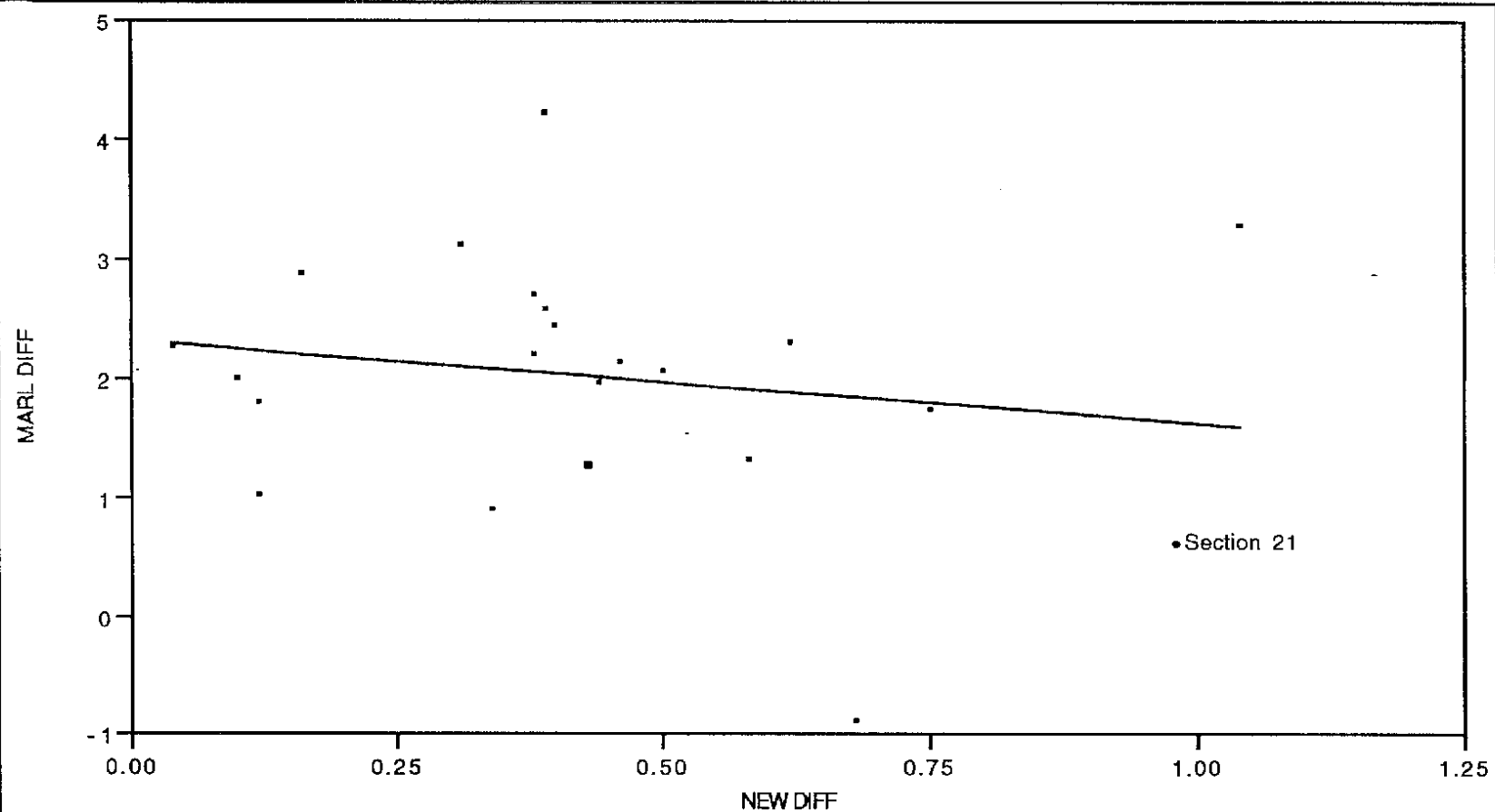
2061552987

# NEWPORT PROMOTIONAL ACTIVITY SECTION 21 - C-STORES



MARL DIFF By NEW DIFF

2061552988

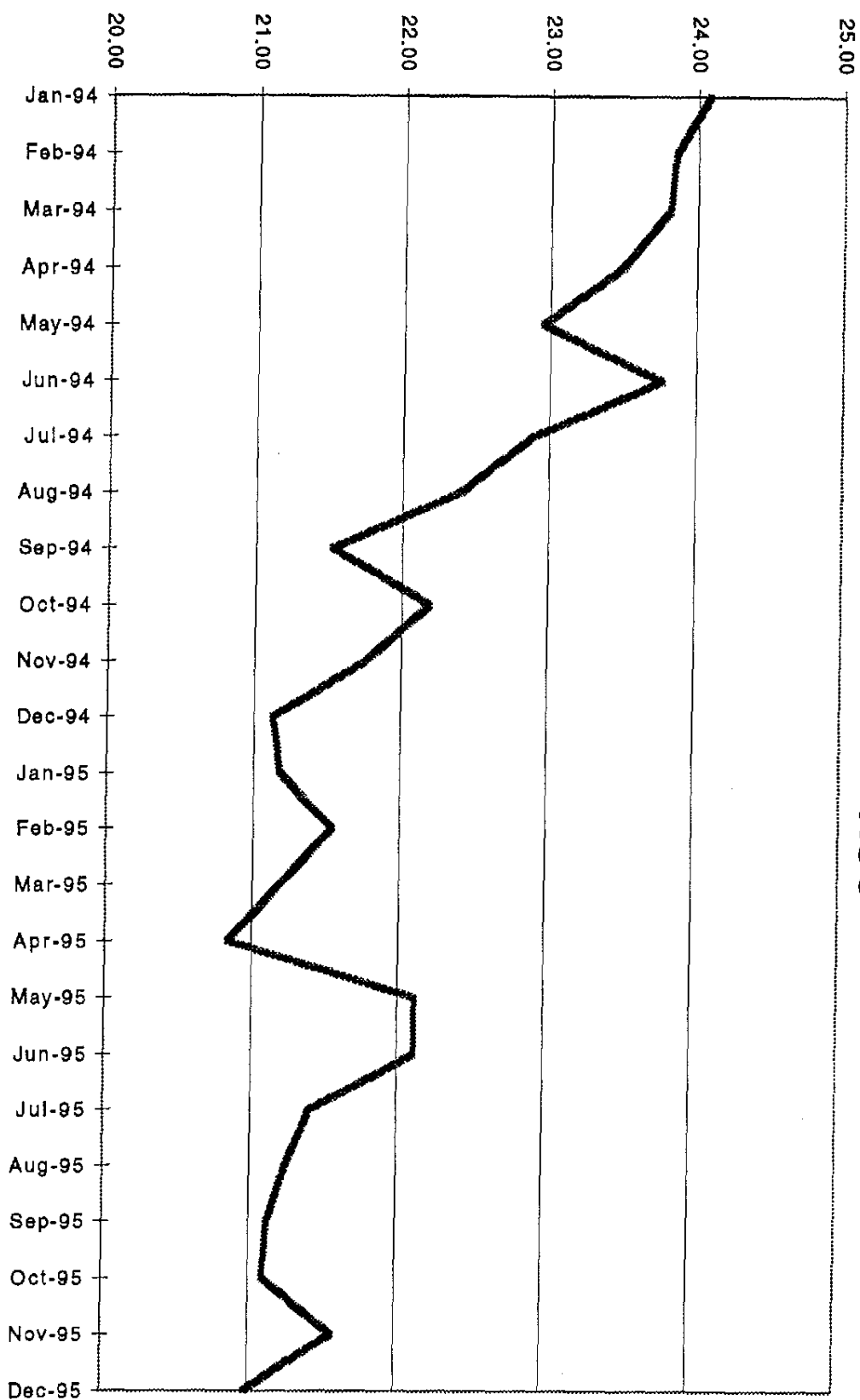


— Linear Fit

2061552989

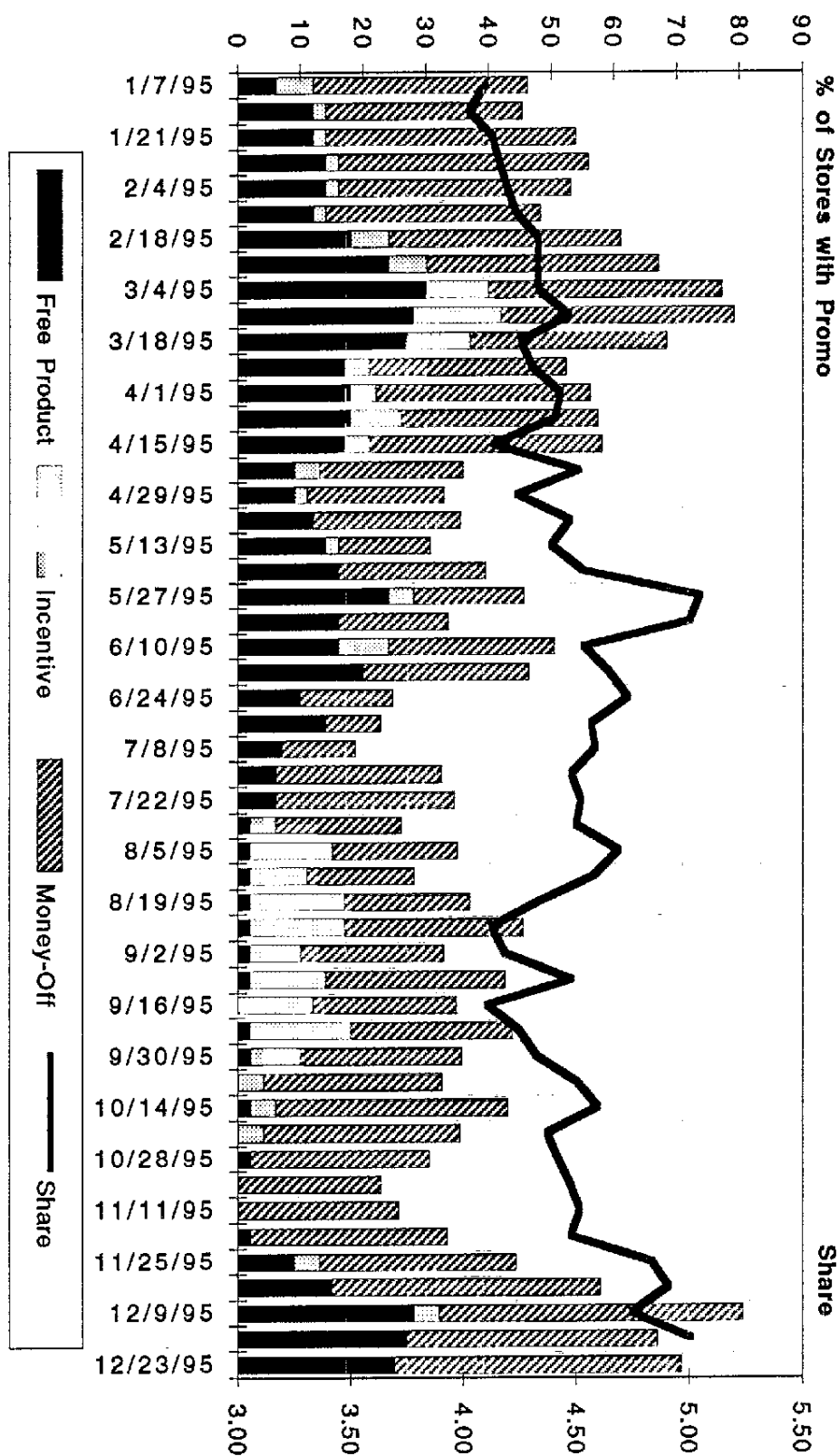
**Nielsen Share**

**Total Discount Category**  
**Section 21 - AOC**



Source: Nielsen Integrated Monthly

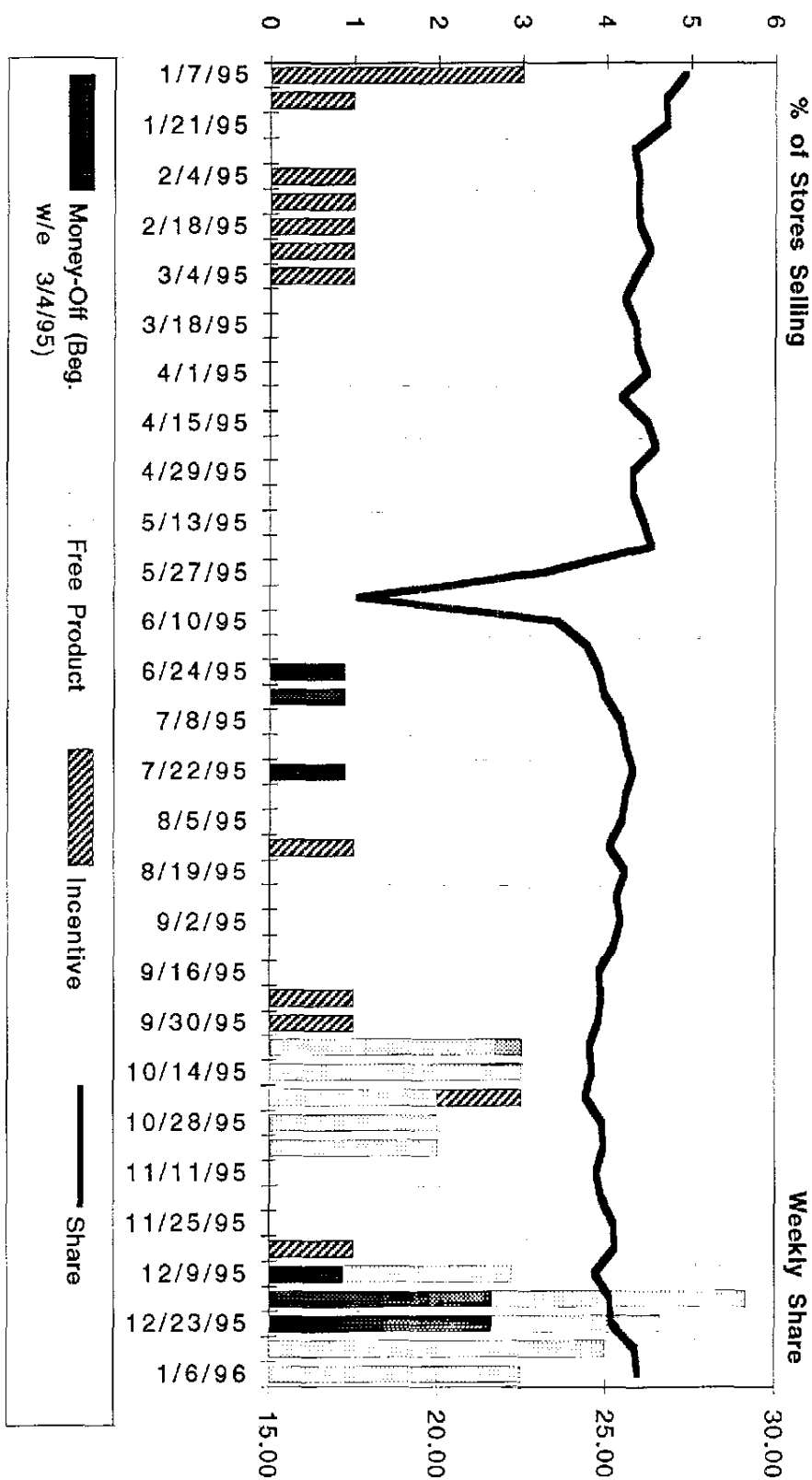
# DORAL PROMOTIONAL ACTIVITY SECTION 21 - C-STORES





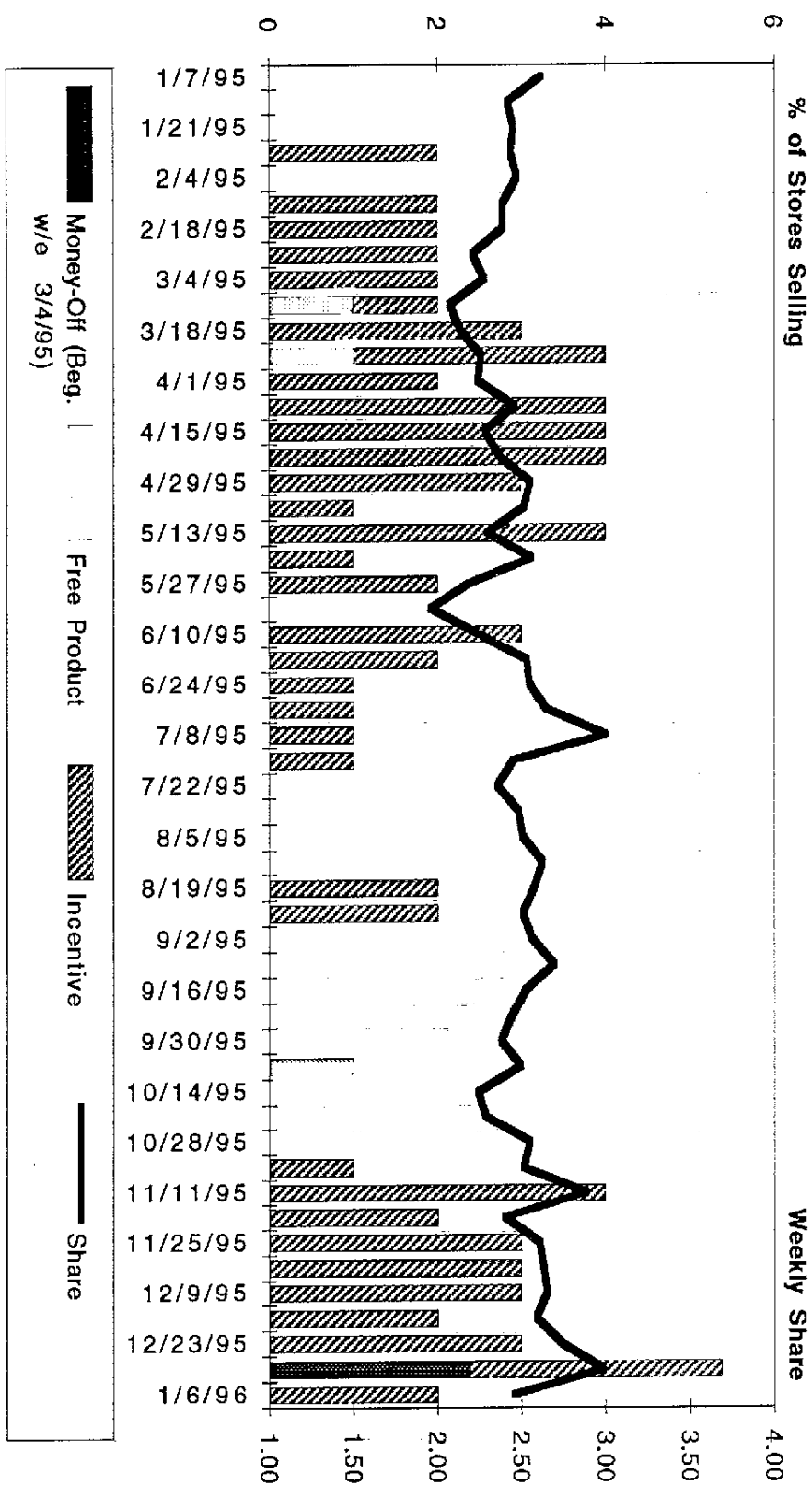
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**MARLBORO**  
**PROMOTIONAL ACTIVITY VS. WEEKLY SHARE**  
**SECTION 21 SUPERMARKETS**



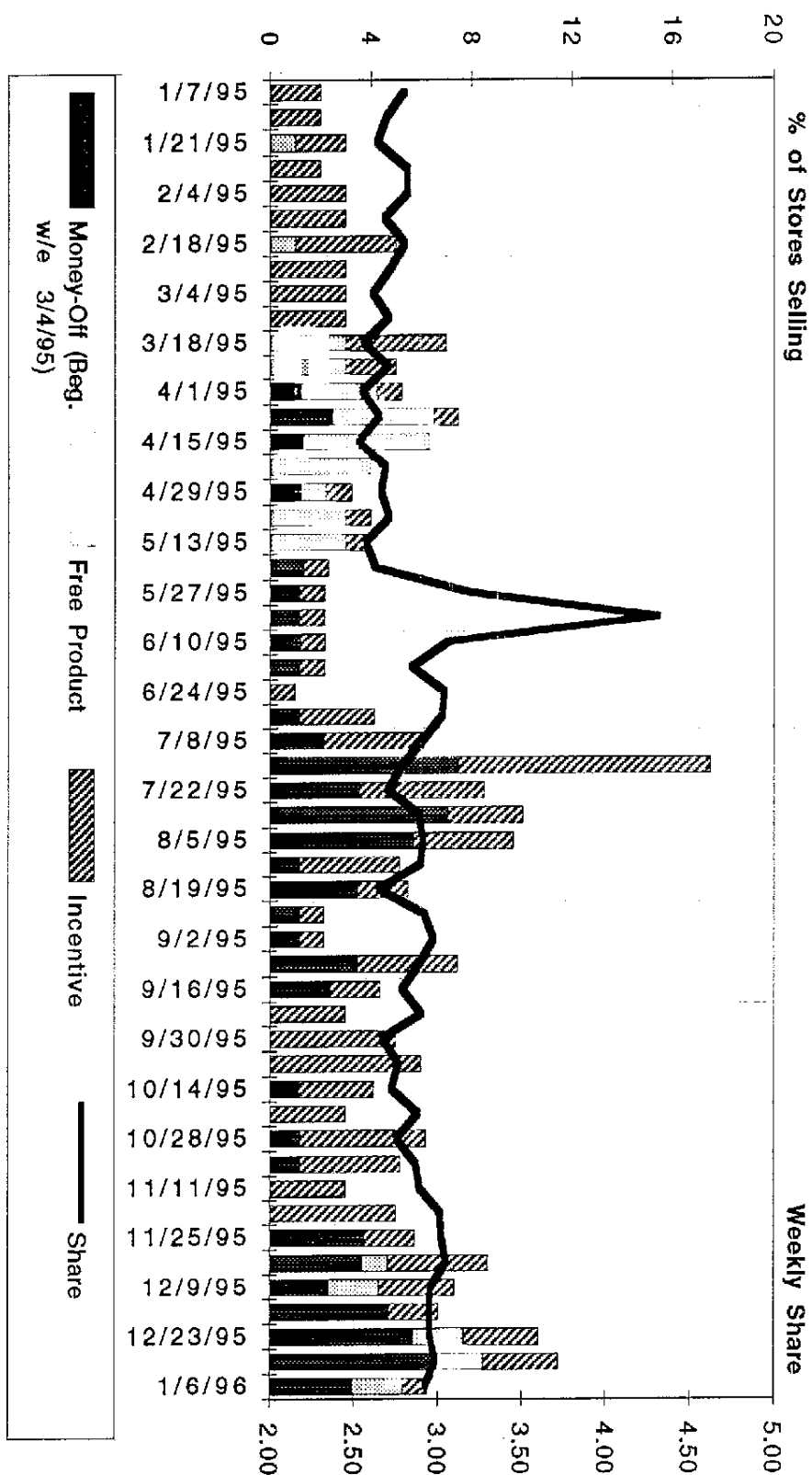
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# BASIC PROMOTIONAL ACTIVITY VS. WEEKLY SHARE SECTION 21 SUPERMARKETS

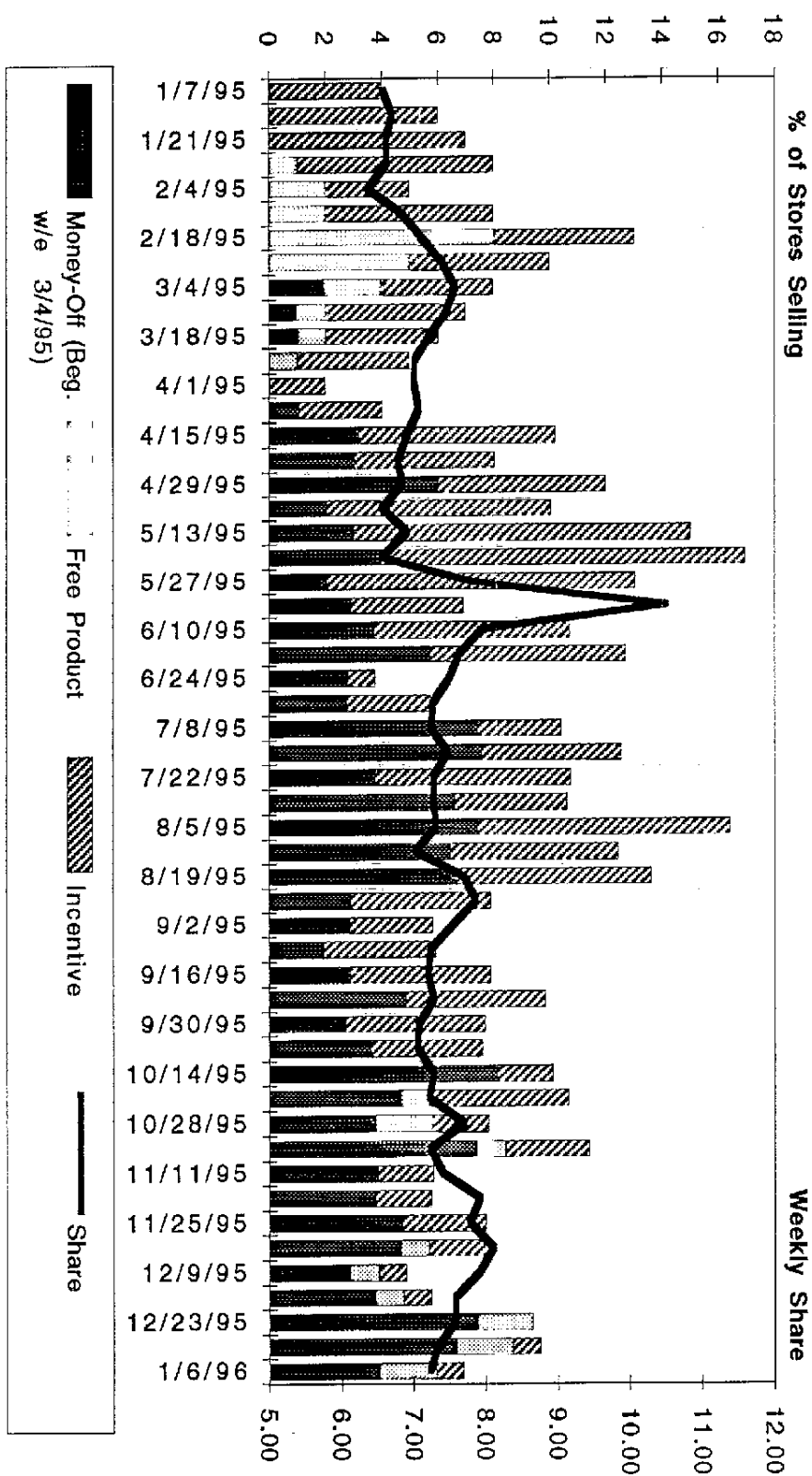


2061552993

**CAMEL**  
**PROMOTIONAL ACTIVITY VS. WEEKLY SHARE**  
**SECTION 21 SUPERMARKETS**

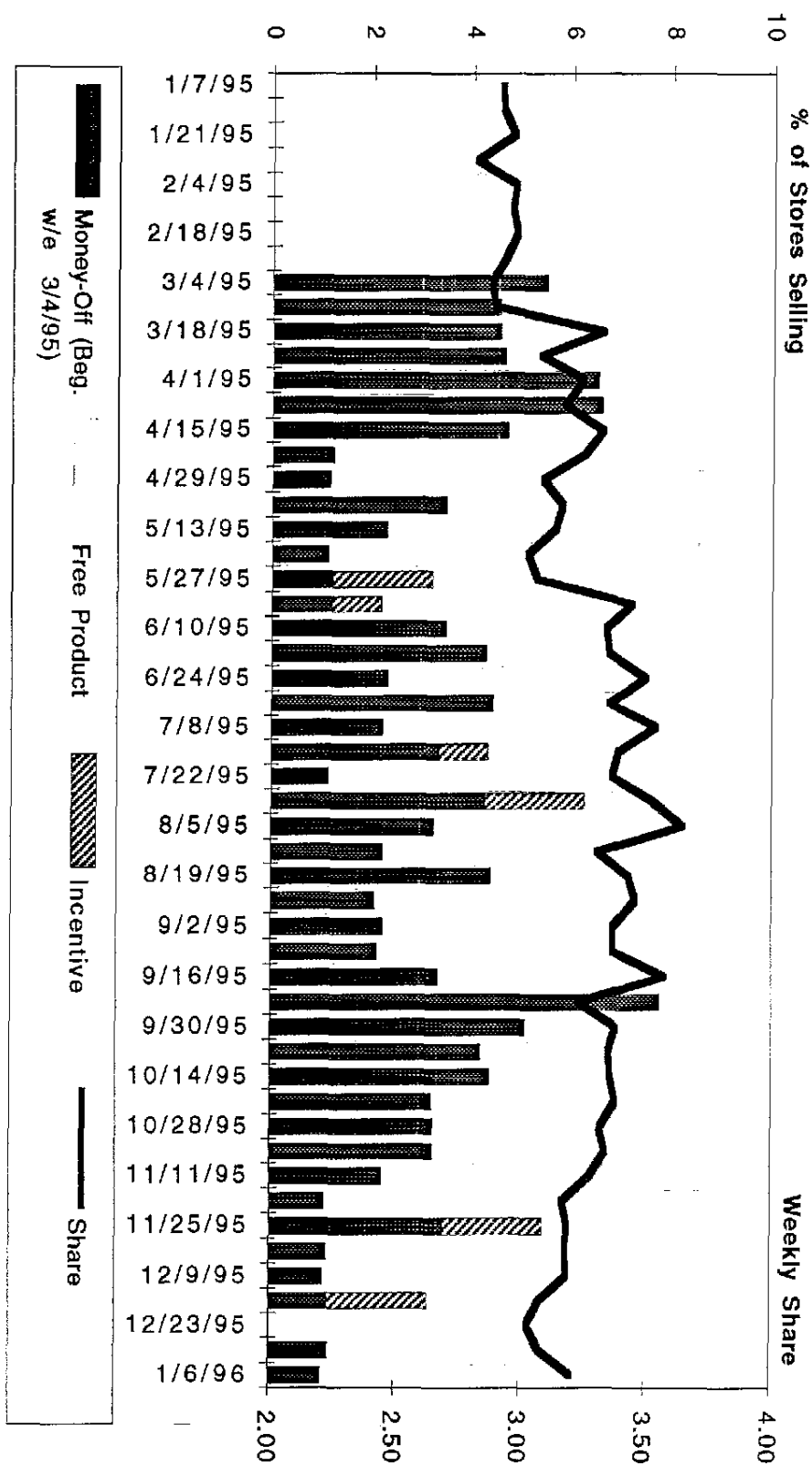


**WINSTON**  
**PROMOTIONAL ACTIVITY VS. WEEKLY SHARE**  
**SECTION 21 SUPERMARKETS**



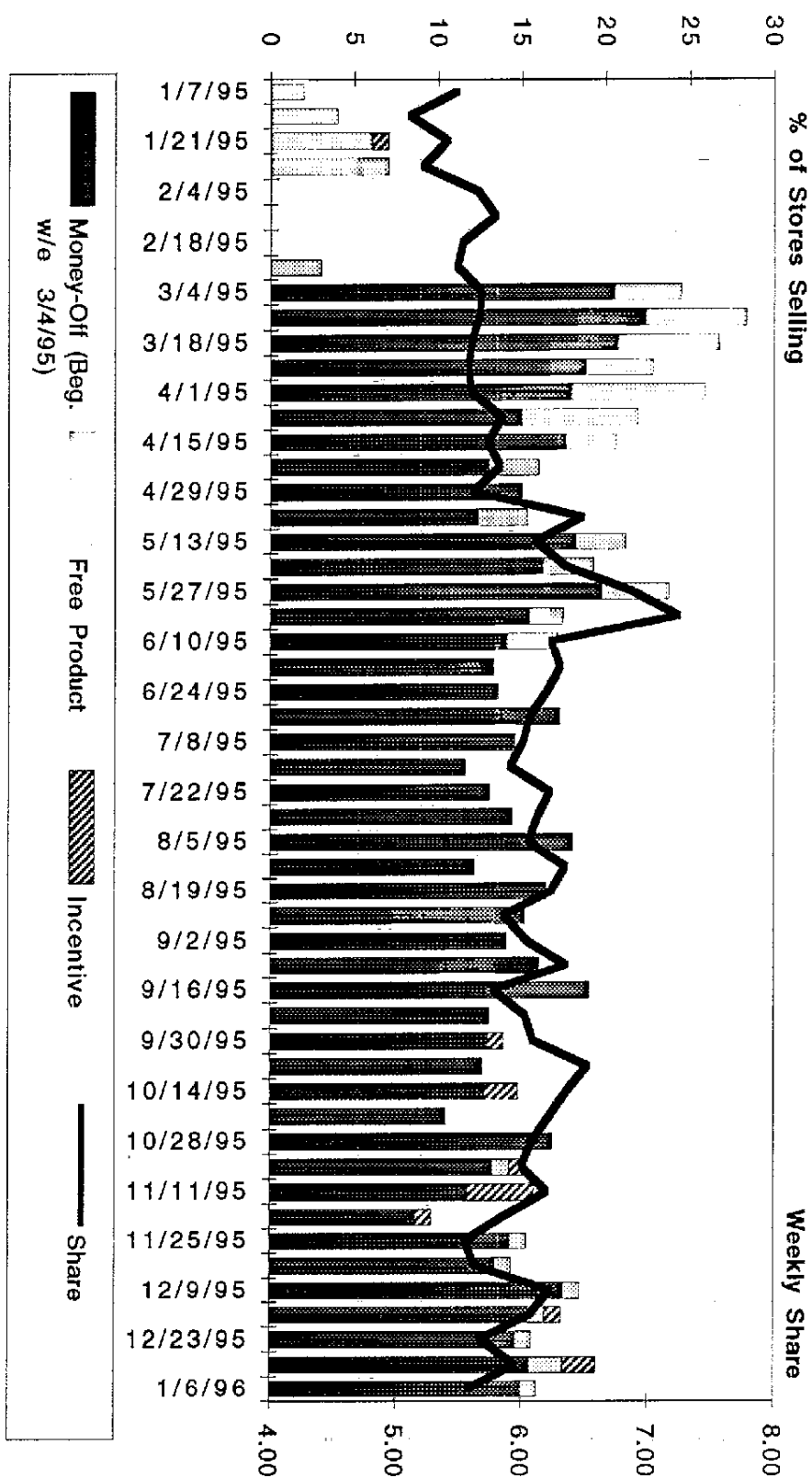
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NEWPORT  
PROMOTIONAL ACTIVITY VS. WEEKLY SHARE  
SECTION 21 SUPERMARKETS



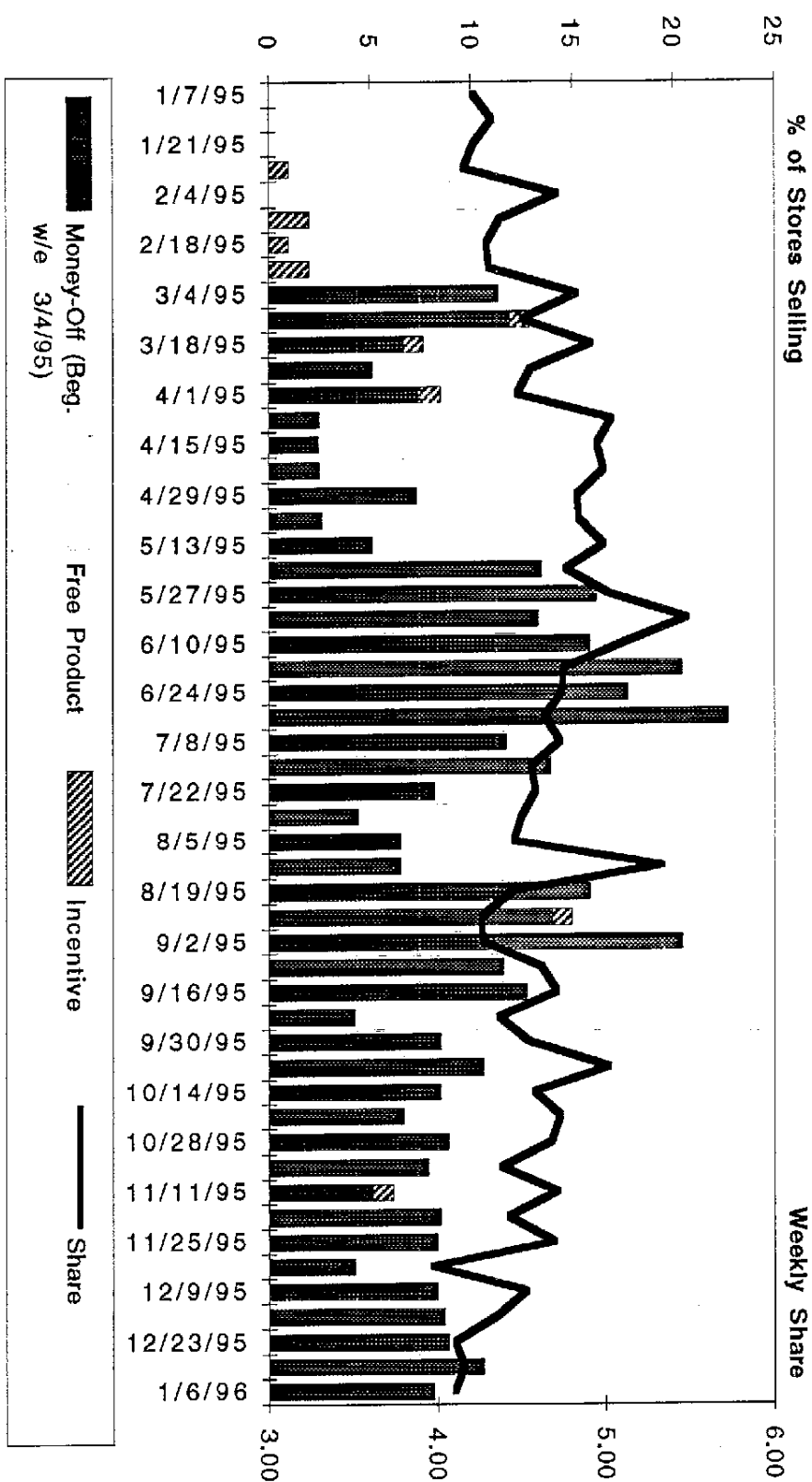
2061552996

**DORAL**  
**PROMOTIONAL ACTIVITY VS. WEEKLY SHARE**  
**SECTION 21 SUPERMARKETS**



2061552997

GPC  
PROMOTIONAL ACTIVITY VS. WEEKLY SHARE  
SECTION 21 SUPERMARKETS



## AVERAGE BRAND SHARE SUMMARY IN SECTION 21

<u>BRANDS</u>	<u># of Stores</u>	<u>SHARES</u>		<u>SHARE CHANGE</u>
		<u>PRE PERIOD</u>	<u>POST PERIOD</u>	
TOTAL PREMIUM	8488	76.35	76.98	0.63
TOTAL DISCOUNT	8205	23.84	23.23	-0.61
PM PREMIUM	8486	40.89	40.44	-0.45
MARLBORO	8488	31.50	31.54	0.04
CAMEL	8181	3.14	3.67	0.53
GPC	4672	3.79	4.01	0.22
WINSTON	8322	5.74	5.97	0.23
BASIC	6225	3.56	3.50	-0.06
DORAL	6974	5.21	5.49	0.27
MISTY	6063	1.75	2.01	0.25
VIRGINIA SLIMS	8151	3.21	3.03	-0.18

\*Pre-Period: (11/26/94-05/20/95)

\*Post-Period: (07/01/95-12/23/95)

\*Shares based on stores where Marlboro in distribution in both periods



Brand Trend  
Nielsen Integrated - Weekly  
Database as of DEC 16 1995

**Section 21 All Outlet Combined**

	SHARE		Change
	13 weeks ending 12/9/95	5/20/95	
Philip Morris	45.04	46.76	-1.72
R. J. Reynolds	26.26	25.53	0.72
B&W/ATC	16.97	16.18	0.79
Lorillard	10.98	10.55	0.42
Liggett Group	0.70	0.91	-0.22
P.M. Premium Inc B4G1F	40.58	41.66	-1.08
P.M. Discount Cat	4.47	5.11	-0.64
Tot PM Private Label	0.29	0.56	-0.27
RJR Premium	18.79	17.98	0.80
RJR Discount Cat	7.47	7.55	-0.08
Tot RJR Private Label	1.84	1.74	0.09

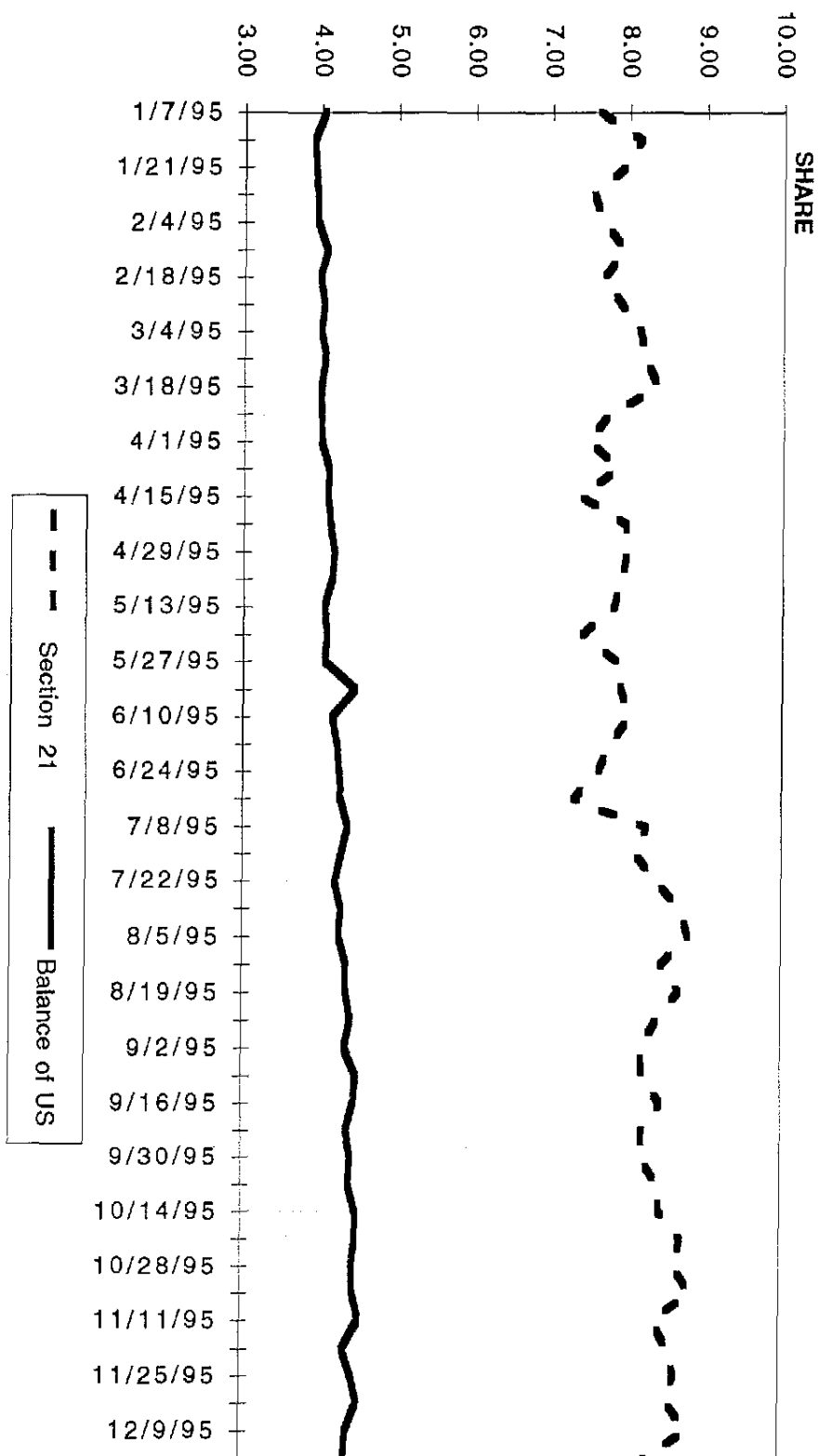
Brand Trend  
 Nielsen Integrated - Weekly  
 Database as of DEC 09 1995

## Section 21 All Outlet Combined

Major Brand Families	SHARE			DISTRIBUTION			AVERAGE PACK PRICE		
	13 weeks ending		Change	13 weeks ending		Change	13 weeks ending		Change
	12/9/95	5/20/95		12/9/95	5/20/95		12/9/95	5/20/95	
Tot Marlboro	29.64	30.71	-1.06	100	100	-0.07	2.08	1.94	0.15
Tot Basic	2.58	2.56	0.02	67	74	-6.74	1.51	1.49	0.02
Tot Camel	4.35	4.09	0.27	99	98	0.52	1.81	1.78	0.04
Tot Doral	4.50	4.37	0.13	95	95	0.78	1.49	1.45	0.04
Tot Winston	6.32	5.73	0.59	100	100	0.06	1.82	1.78	0.04
Tot GPC	3.25	3.06	0.19	69	65	4.30	1.34	1.35	-0.01
Tot Newport	8.51	7.84	0.67	99	99	0.11	1.88	1.84	0.04
Tot Marlboro Promo B4G1F	0.40	0.33	0.07	20	17	3.22	7.31	7.03	0.28

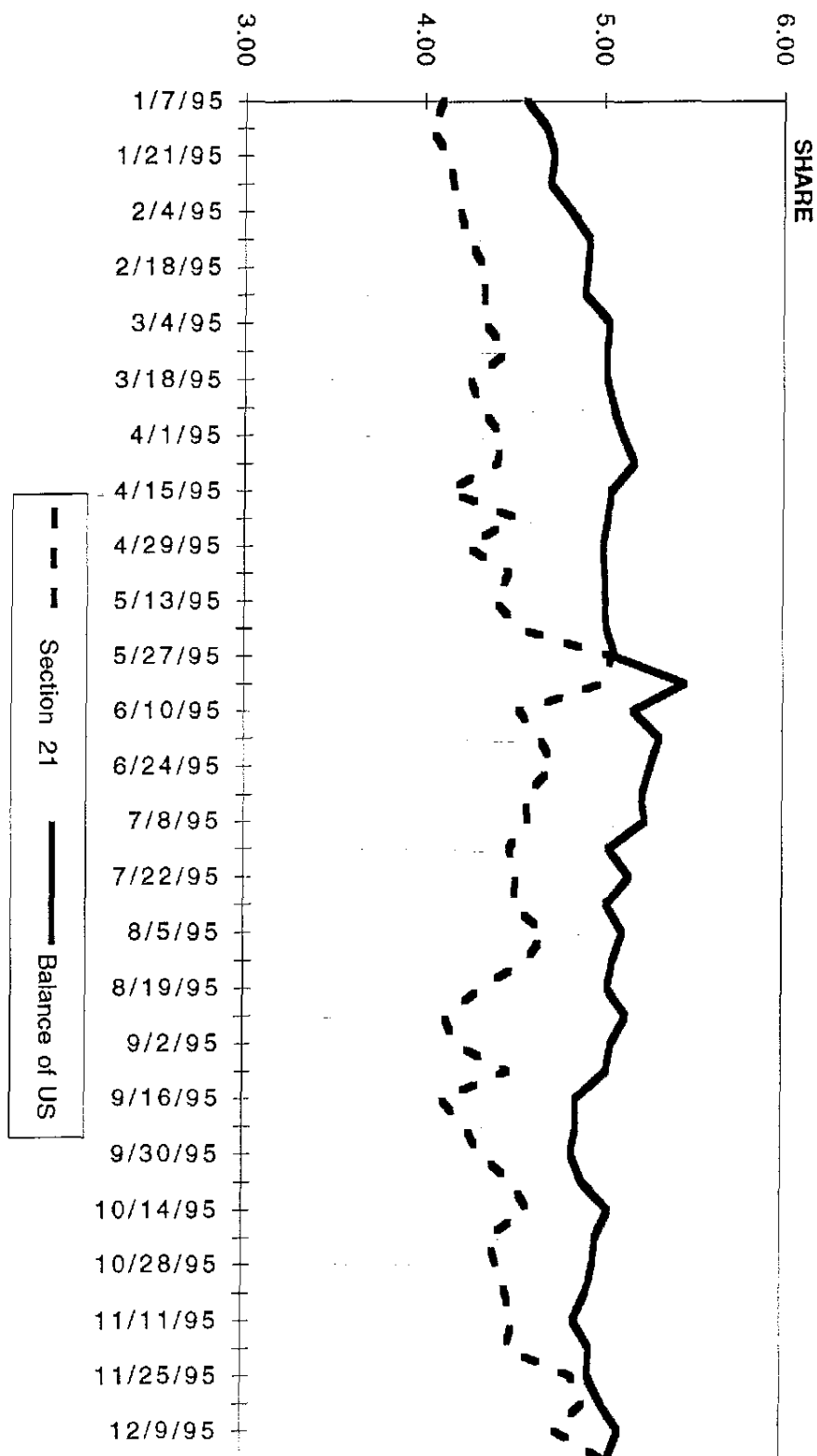
2061553001

NEWPORT SHARE PERFORMANCE  
ALL OUTLETS COMBINED  
SECTION 21 VS. BALANCE OF US



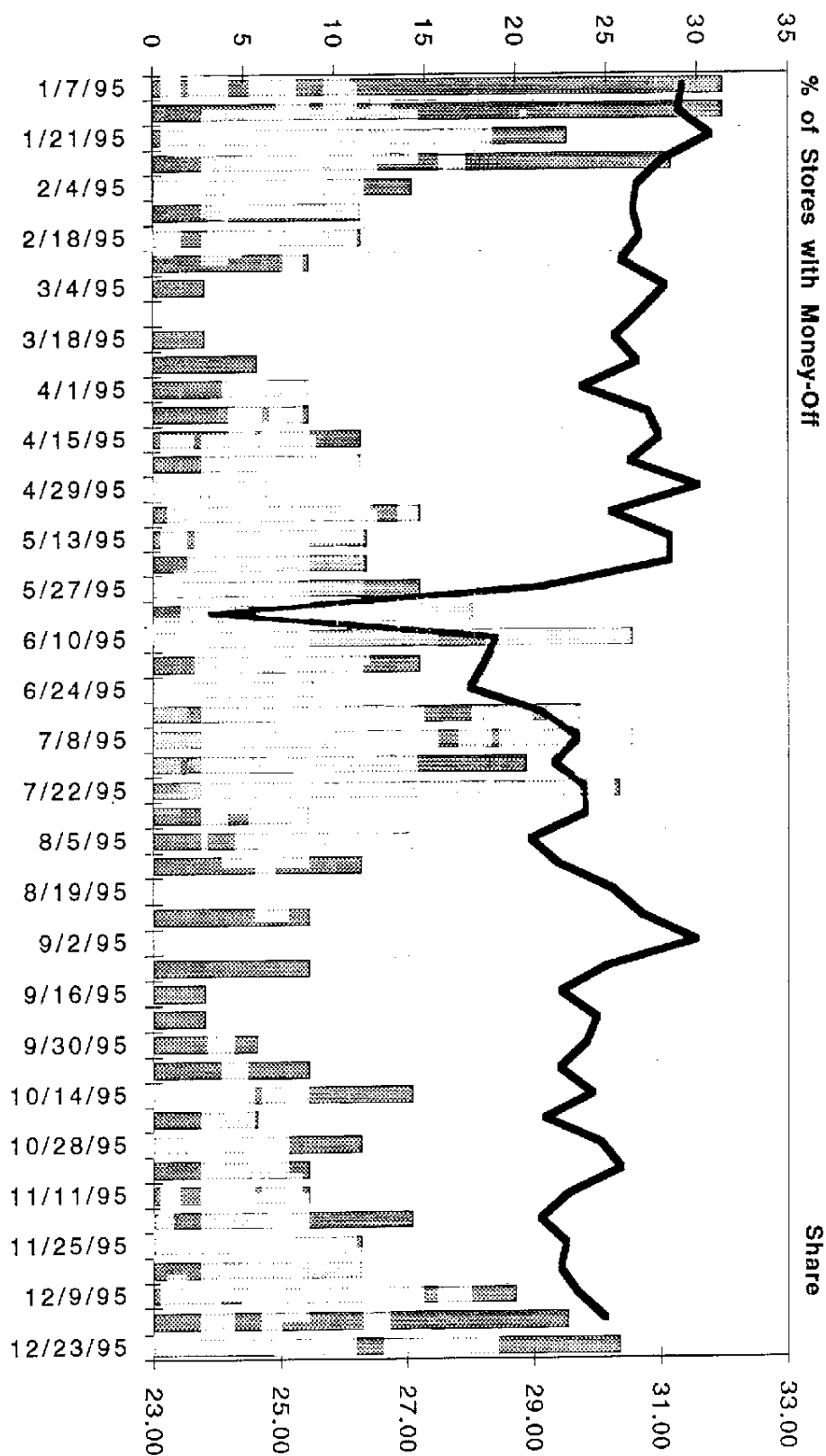
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DORAL SHARE PERFORMANCE  
ALL OUTLETS COMBINED  
SECTION 21 VS. BALANCE OF US



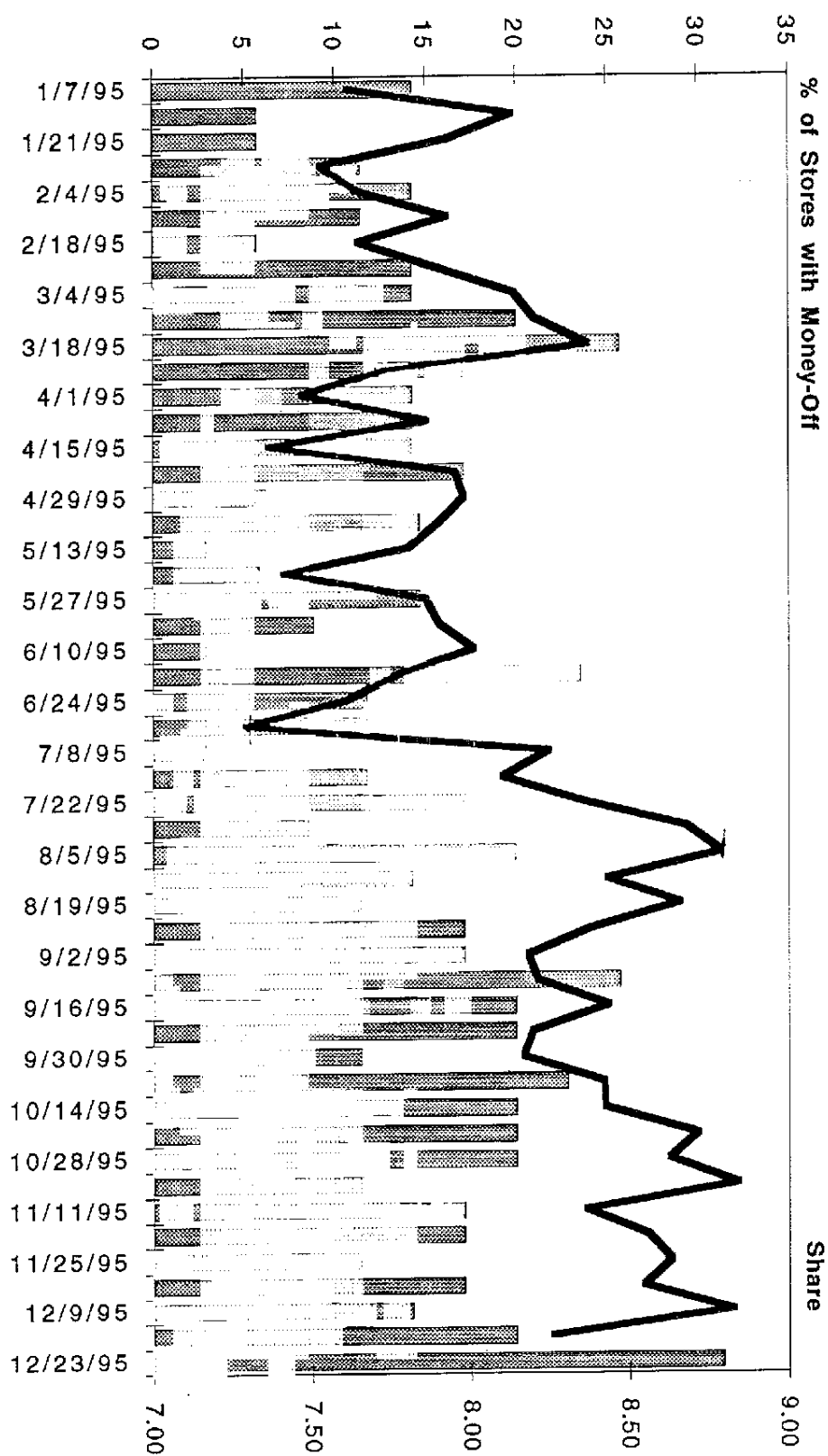
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# MARLBORO MONEY-OFF ACTIVITY SECTION 21 - C-STORES



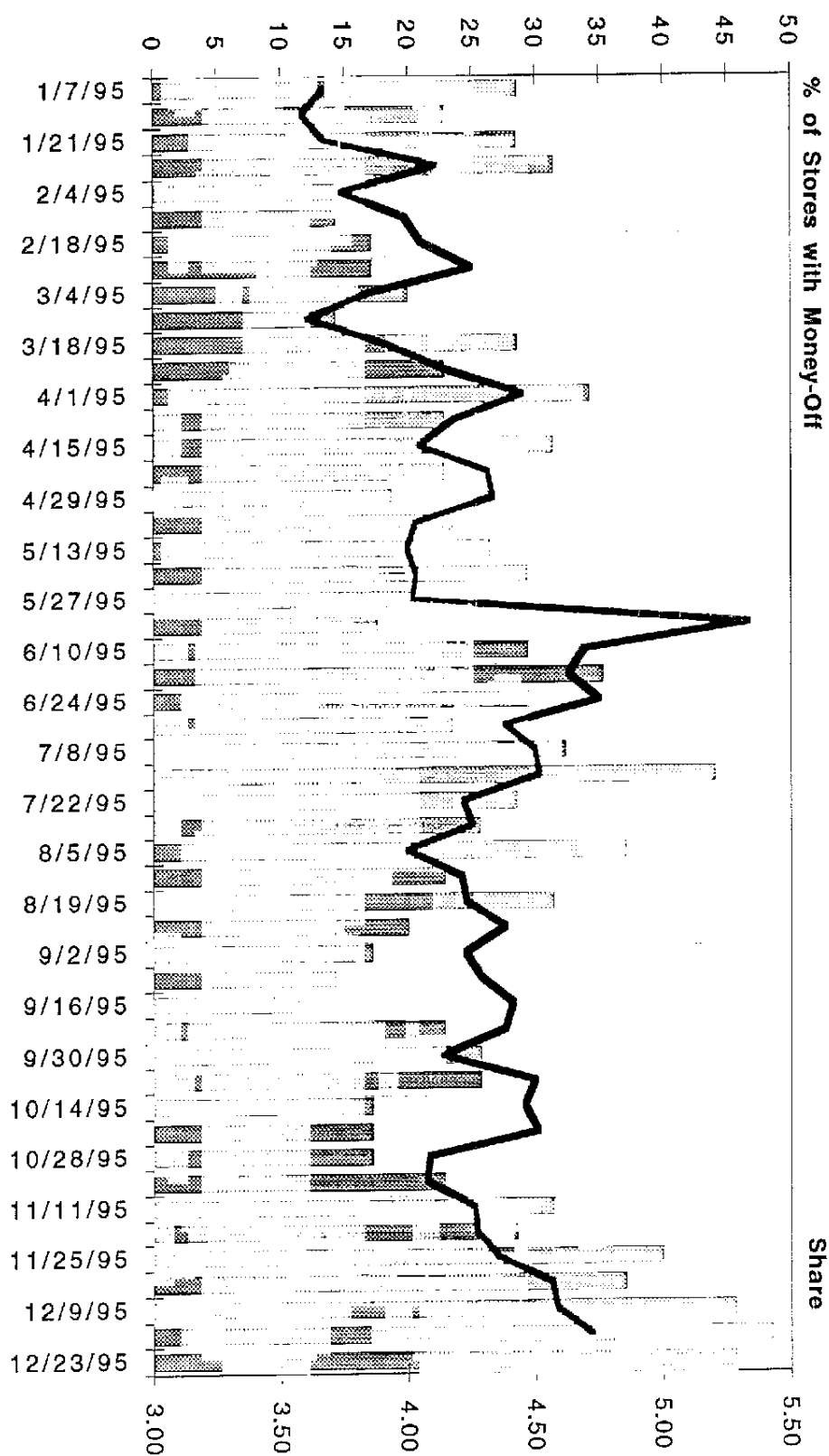
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# NEWPORT MONEY-OFF ACTIVITY SECTION 21 - C-STORES



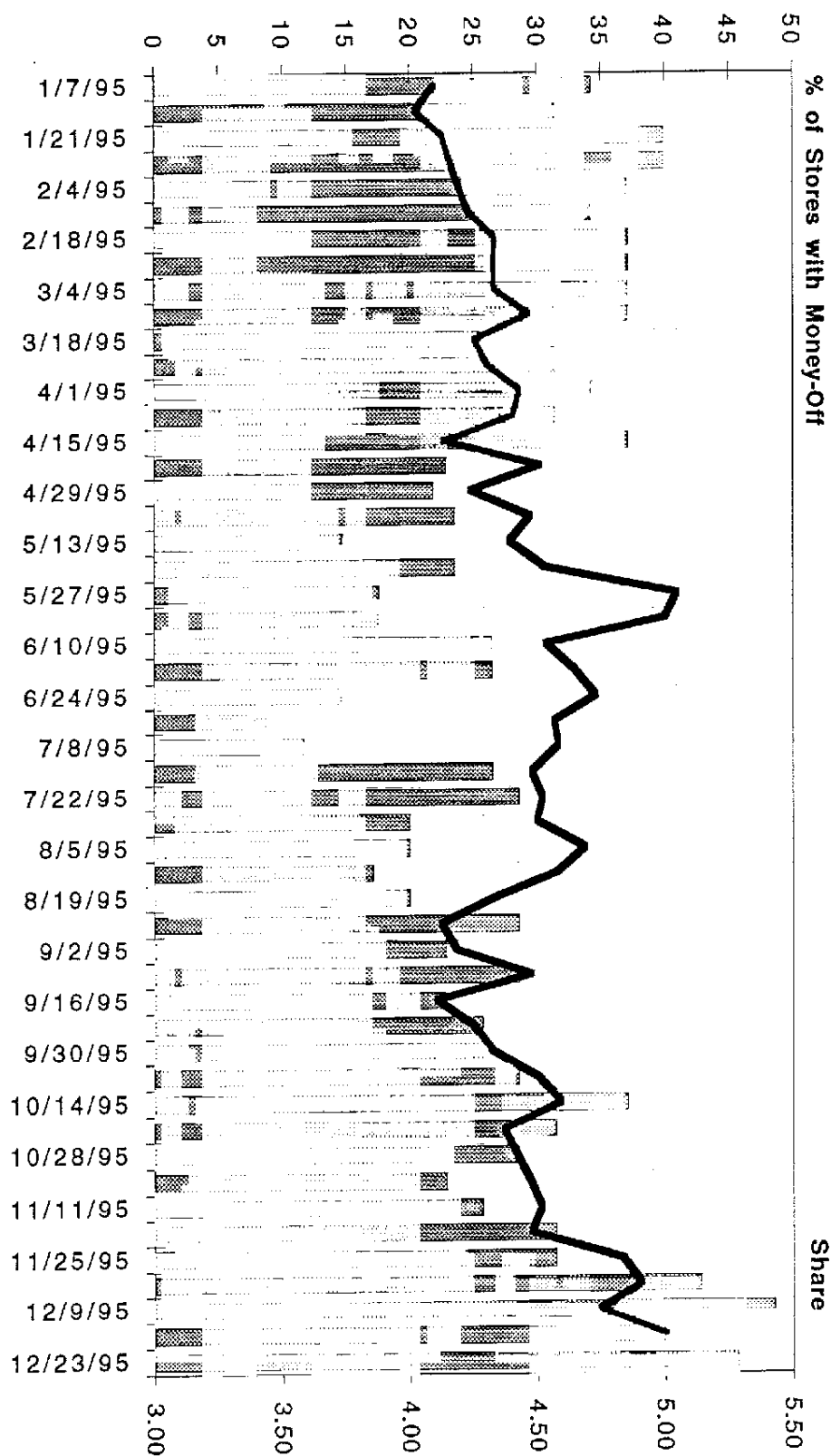
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**CAMEL MONEY-OFF ACTIVITY  
SECTION 21 - C-STORES**



2061553006

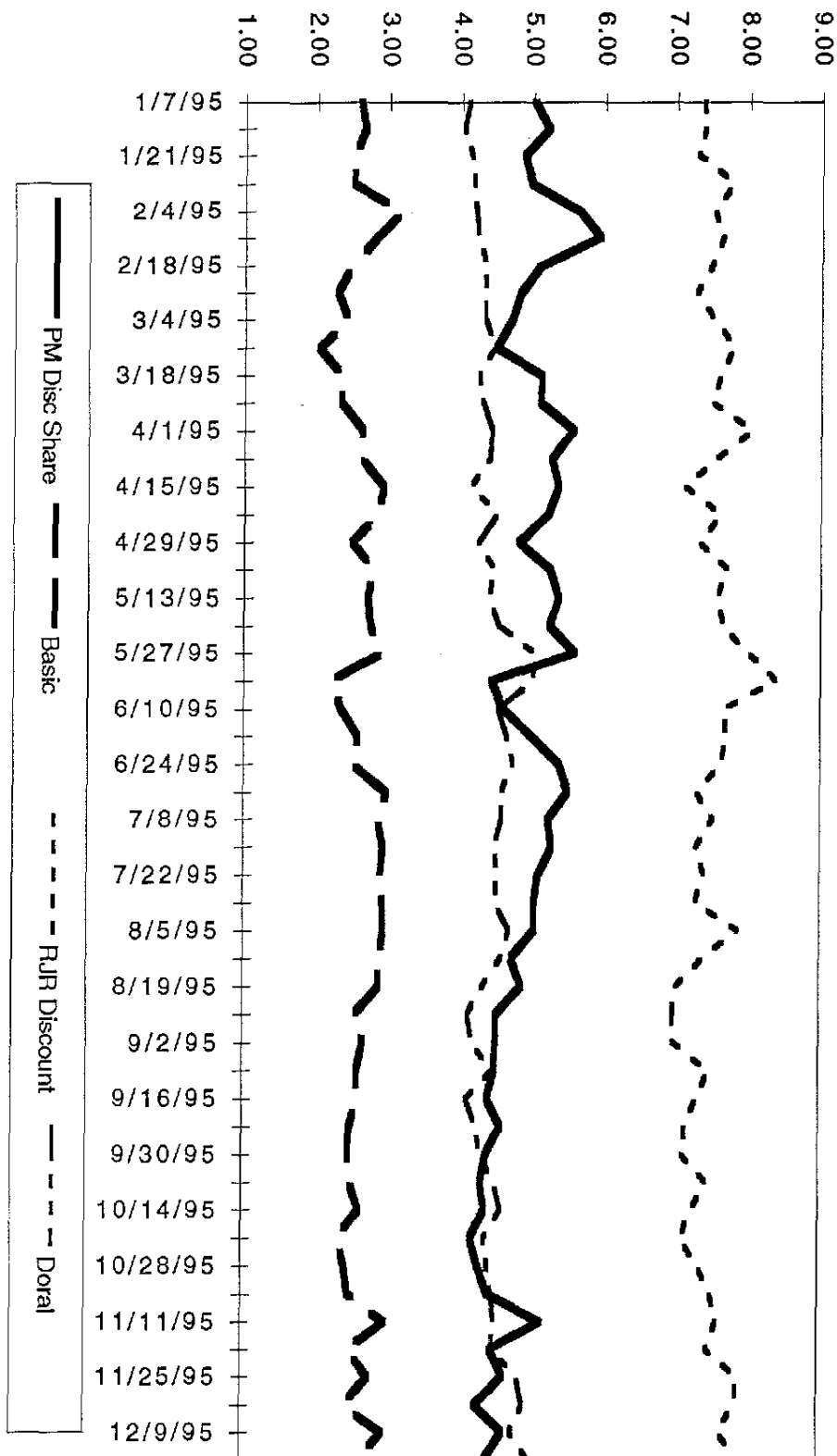
**DORAL MONEY-OFF ACTIVITY  
SECTION 21 - C-STORES**





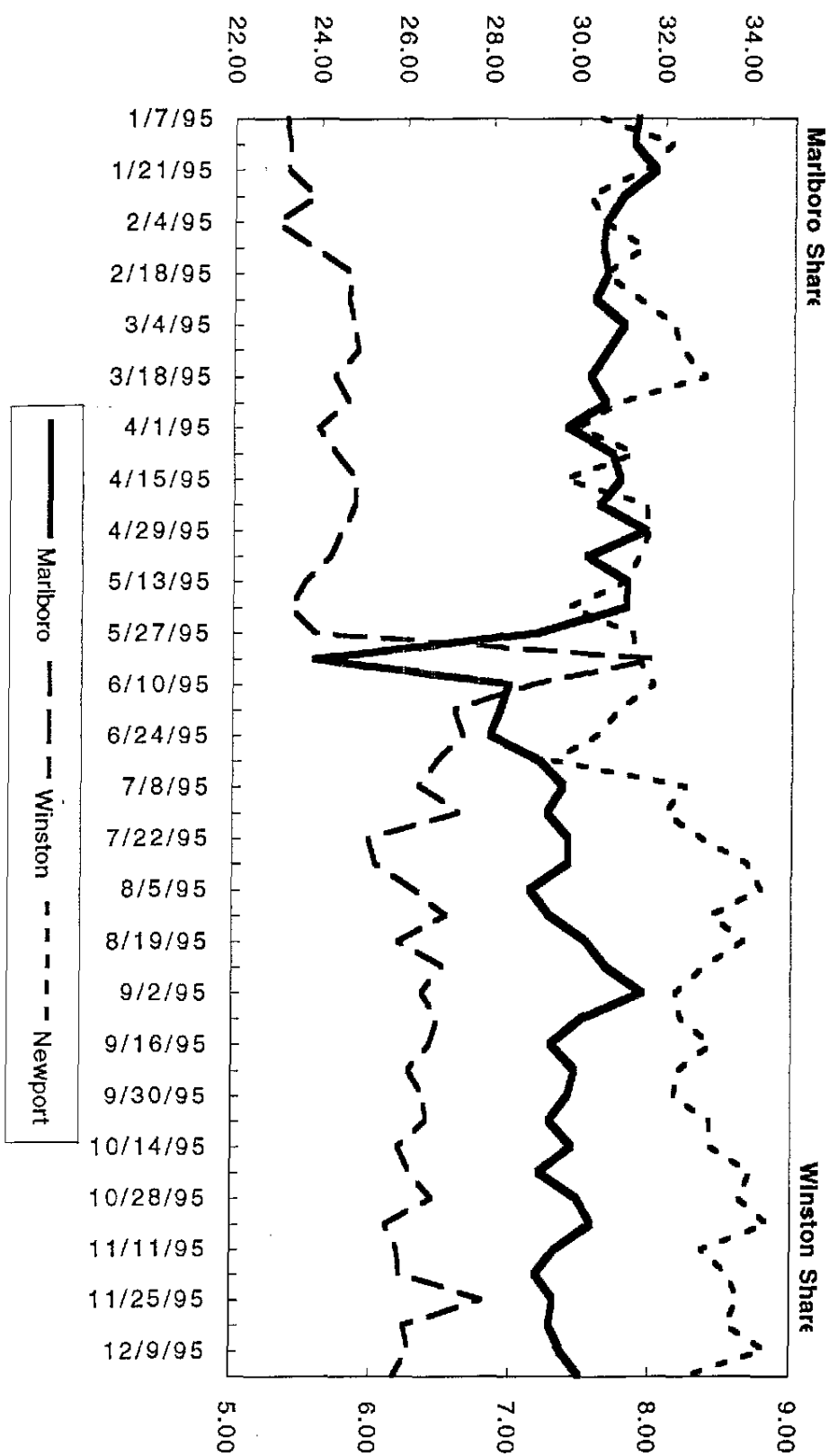
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# DISCOUNT PERFORMANCE-SECTION 21 ALL OUTLETS COMBINED



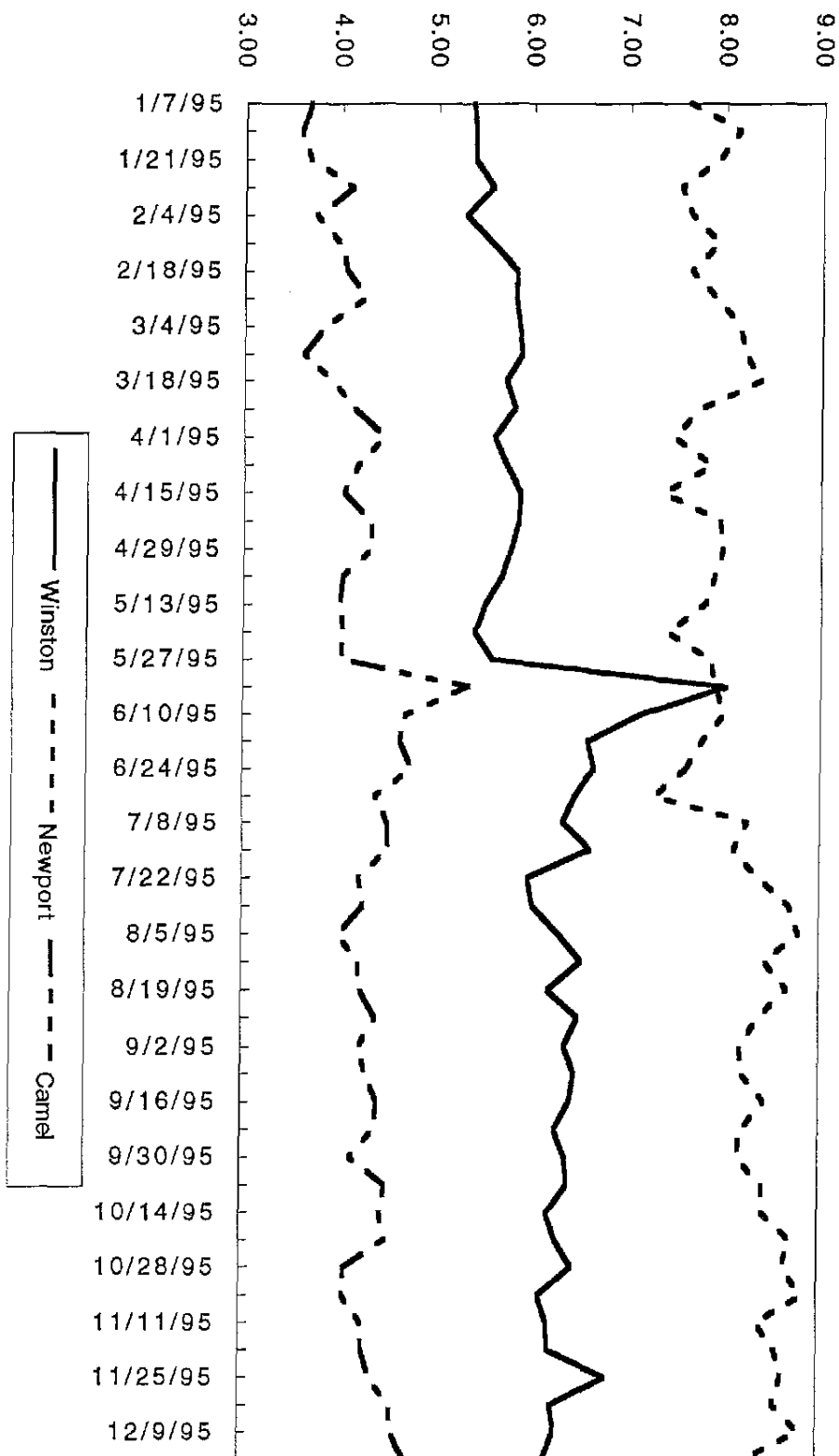
2061553008

**MARLBORO, WINSTON AND NEWPORT PERFORMANCE-SECTION 21**  
**ALL OUTLETS COMBINED**



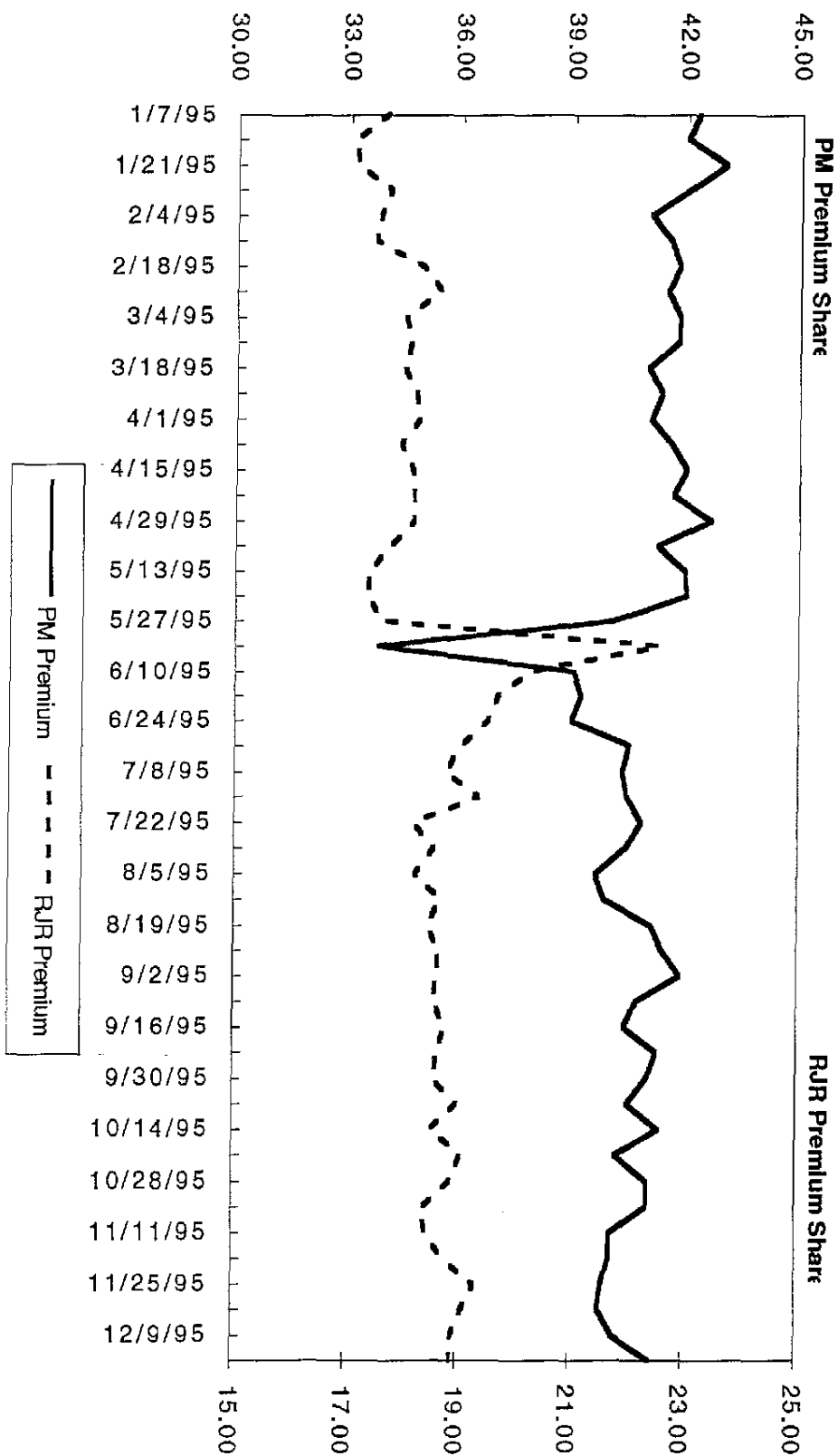
2061553009

COMPETITIVE PREMIUM BRAND PERFORMANCE-SECTION 21  
ALL OUTLETS COMBINED



2061553010

# PREMIUM PERFORMANCE-SECTION 21 ALL OUTLETS COMBINED



2061553011

PM PERFORMANCE-SECTION 21  
ALL OUTLETS COMBINED

